DOCUMENT RESUME

ED 144 149 CS 501 846

AUTHOR Lee, S. Young; And Others
TITLE Status Report of Public Broadcasting 1977.
INSTITUTION Corporation for Public Broadcasting, Washington, D.C.
SPONS AGENCY National Center for Education Statistics (DHEW), Washington, D.C.
PUB DATE Sep 77
NOTE 40p.; Several pages may not reproduce well due to small type

EDRS PRICE MF-$0.83 HC-$2.06 Plus Postage.
DESCRIPTORS Audiences; *Broadcast Industry; *Educational Radio; Employment; Financial Support; Intercommunication; Networks; *Public Television; *Statistical Data

ABSTRACT

This statistical report presents an overview of the current status of public broadcasting. Separate sections deal with the development of public broadcasting, finance, broadcast content, national interconnection services, public broadcasting audience, and employment of broadcast personnel. An appendix provides definitions of selected terms related to public broadcasting. Tables of findings illustrate the text. (GW)

****
* Documents acquired by ERIC include many informal unpublished *
* materials not available from other sources. ERIC makes every effort *
* to obtain the best copy available. Nevertheless, items of marginal *
* reproducibility are often encountered and this affects the quality *
* of the microfiche and hardcopy reproductions ERIC makes available *
* via the ERIC Document Reproduction Service (EDRS). EDRS is not *
* responsible for the quality of the original document. Reproductions *
* supplied by EDRS are the best that can be made from the original. *
****

ED144149

U S DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

STATUS REPORT OF PUBLIC BROADCASTING 1977

by

S. Young Lee

Susan Winston

Corporation for Public Broadcasting

and

Ronald J. Pedone

National Center for Education Statistics

C5501 846

U.S DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
Joseph A. Califano, Jr., *Secretary*

Education Division
Mary F. Berry, *Assistant Secretary for Education*

National Center for Education Statistics
Marie D. Eldridge, *Administrator*

CORPORATION FOR PUBLIC BROADCASTING
Henry Loomis, *President*

ERRATA

Please note the following changes and mark them accordingly in your copy:

Page v, under Chapter V, Section of Satellite:
The page number should read "20."

Page vi, line 1 (Figure 10):
The page number should read "20."

Page 2, column 1, line 6:
Should read "*Midwestern* Educational Television, Inc. (MET)."

Page 20, column 2, paragraph 1:
The beginning of the paragraph should read "In *1977*, the satellite . . ."

CORPORATION FOR PUBLIC BROADCASTING
1111 Sixteenth Street N.W.
Washington, D.C. 20036
September 1977

FOREWORD

This publication is part of a continuing series of statistical reports on public broadcasting. This report, the second since 1973, presents an overview of the current status and trends in public television and radio and covers the following subjects: (1) development of public broadcasting, (2) finance, (3) broadcast, (4) national interconnection services, (5) public broadcasting audience, and (6) employment.

The National Center for Education Statistics (NCES) and CPB have jointly supported the development, analysis, and preparation of this report. Joe Widoff, Director of Budget and Management Information Systems, CPB, and Ronald Pedone, Project Officer, NCES, have represented the two agencies in this and other endeavors. S. Young Lee, Senior Research Analyst, CPB, has coordinated the preparation of this report as well as previous reports in the series. Survey instrument design, data collection, and processing were conducted by the Management Information staff at CPB.

We sincerely appreciate the time, information, and cooperation provided by participating organizations.

Henry Loomis, *President*
Corporation for Public Broadcasting

Marie D. Eldridge, *Administrator*
National Center for Education Statistics

CONTENTS

	Page
Foreword	iii
I. Introduction	1
Report Overview	1
Data Used in Report	1
Organization of the Public Broadcasting Industry	1
II. Development of Public Broadcasting	2
Growth of Public Radio	2
Growth of Public Television	3
Ford Foundation	4
DHEW's Educational Broadcasting Facilities Program	5
Corporation for Public Broadcasting	7
III. Finance	8
Income	8
Expenditures	12
Financing of the U.S. Commercial and Selected Foreign Public Broadcasting Systems	12
IV. Broadcast Content	14
Public Television Broadcast Content	14
Public Radio Broadcast Content	16
V. National Interconnection Services	17
Public Broadcasting Service (PBS)	17
National Public Radio (NPR)	19
Satellite	22
VI. Audience	23
Public Television Audience	23
Public Radio Audience	25
VII. Employment	26
Employment of Broadcasting Licensees	26
Employment of Public Television Licensees	26
Employment of Public Radio Licensees	29

Appendix

A. Definitions of Selected Terms	30

Figures

1.	Growth of Noncommercial Radio Stations and CPB-Qualified Stations: 1969-76	2
2.	Growth of Public Television Licensees and Stations: 1953-1976 (At End of Calendar Year)	4
3.	Congressional Appropriations to CPB: Fiscal Years 1969-1979	7
4.	Adjusted Public Broadcasting Income by Major Sources: 1973-1976	9
5.	Percentage Distribution of Public Television and Public Radio Income: Fiscal Year 1976	10
6.	Percentage Distribution of Public Television and Radio Expenditures: Fiscal Year 1976	13
7.	Broadcast Hours by Three Categories of PTV Programs: 1974 and 1976	15
8.	Percent Distribution of Public Radio Programming by Types of Programming: 1975 (Annual Average Broadcast Hours per Station: 6,446)	18
9.	Original Broadcast Hours Distributed by PBS: Fiscal Years 1973-1976	19

Page

10. Original Broadcast Hours Distributed by NPR: Fiscal Years 1974 . . . 22
11. Trend of Monthly Cumes and Average Telecasts of PTV Viewing Households . . . 24
12. Trend of Monthly Cumes and Average Telecast of PTV Viewing Households during Prime Time 24
13. Full-time Employees of PTV and Public Radio Licensees: United States 1972-1977 . . . 26
14. Full-time Employees of Public Television Licensees: 1976-1977 . . . 27
15. Full-time Employees of Public Radio Licensees: 1976-1977 . . . 28

Maps

1. PBS Interconnection System . . . 21
2. NPR Interconnection System . . . 22

Summary Tables

1. CPB-Qualified Public Radio Stations by Type of Licensees: March 1977 . . . 3
2. Public Television Licensees and Stations by Type of Licensee: March 1977 . . . 4
3. Ford Foundation Grants and Expenditures for Public/Educational Broadcasting: Fiscal Years 1951 thru April 30, 1977 . . . 5
4. Educational Broadcasting Facilities Program's Total Grant Awards: FY 1963-1976 . . . 5
5. Educational Broadcasting Facilities Program . . . 6
6. Congressional Appropriations and Authorizations to CPB: Fiscal Years 1969-1980 . . . 7
7. Adjusted Income of Public Broadcasting*: Fiscal Years 1973-1976 . . . 8
8. Percentage Change of Adjusted Public Broadcasting Income in Current and Constant Dollars 1973-1976 . . . 9
9. Preliminary Assessment of Public Broadcasting Income: Fiscal Year 1976 . . . 11
10. Income of Public Broadcasting: Fiscal Year 1976 . . . 11
11. Non-Federal Income of Public Broadcasting: Fiscal Year 1976 . . . 11
12. FY 1976 Total Public Broadcasting Expenditures . . . 12
13. Public Broadcasting Expenditures: Fiscal Year 1976 . . . 12
14. Television and Radio Service Costs by Selected Countries: 1975 . . . 14
15. Percentage Distribution of PTV Broadcast Hours by Producer (Per Broadcaster) . . . 14
16. Percentage Distribution of PTV Broadcast Hours by Distributor (Per Broadcaster) . . . 16
17. Broadcast Hours of General/News and Public Affairs by Type of Program: 1976 . . . 16
18. Import/Export of PBS Television Programs: Fiscal Year 1976 . . . 16
19. Broadcast Hours of Public Radio Stations by Source . . . 17
20. Original Broadcast Hours Distributed by PBS: Fiscal Year 1973-1976 . . . 19
21. Original Broadcast Hours Distributed by NPR: Fiscal Year 1974-1976 . . . 20
22. Program Type Rank Ordered by Cume Rating . . . 23
23. Selected Characteristics of PTV Viewers: March 1977 . . . 25
24. Weekly Audience for CBP-Qualified Radio Stations: 1973 and 1976 . . . 25
25. Selected Characteristics of Public Radio Listeners: 1977 . . . 25
26. Full-time Employees PTV and Public Radio Licensees: 1976-1977 . . . 26
27. Full-time Employees of Public Television Licensees: United States 1972-1977 . . . 29
28. Full-time Employees of CPB-Qualified Public Radio Licensees: United States 1970-1977 . . . 29

I. INTRODUCTION

Public broadcasting in the United States emerged in its present form with the enactment of the Public Broadcasting Act of 1967. (Prior to this time, the system had been known as educational broadcasting.) The 1967 act was a direct result of a study by the Carnegie Commission on Educational Television, created in 1964 to study and make recommendations for noncommercial television in the United States.

Public broadcasting has been growing rapidly since the early 1950's, especially since 1967. The Carnegie Commission recommended and the Public Broadcasting Act enacted the provision of a wide variety of quality programs for all Americans and Federal financial commitments to ensure adequate financing of such activities. Since the enactment of the Act, visible progress has been made in public broadcasting. The act established the Corporation for Public Broadcasting (CPB) to provide a broad range of financing and assistance for broadcast projects. CPB began operation in 1969, and formed the Public Broadcasting Service (PBS) in 1970 to manage a national interconnection service and to provide distribution of national programs to public television stations throughout the country. In 1971, CPB also helped to establish National Public Radio (NPR)—the primary national program production, acquisition, and promotion agency responsible for the distribution of programs to radio stations affiliated with its national interconnection system.

Although CPB and the broadcasting industry had made efforts to improve the quality and variety of programs for as many Americans as possible, such efforts had been plagued by insufficient financing. In 1975, the Financing Act of Public Broadcasting was enacted to boost the Federal support to public broadcasting through CPB. A five-year authorization (1976-1980) and, for the first time, a multiple-year appropriation to CPB were approved in this Act. Specifically, annual appropriation levels would be determined by the amount of non-Federal money that the industry raises in a 2.5 to 1 matching ratio (2.5 non-Federal dollars to one Federal dollar) up to the predetermined annual ceiling.

A preliminary finding of the 1976 financial survey reveals that for the first time the industry failed to raise enough money to reach the authorized ceiling of Fiscal 1978. It is anticipated that the industry may not be able to raise sufficient non-Federal dollars in the next two years to reach the authorized ceilings of Fiscal 1979 and 1980.

Meanwhile, the industry has been experiencing internal difficulties and subsequently, changes in its structure during the past several years, as evidenced by the emergence of new PBS (1973) and new NPR (1977).

Although a few evaluative reports have been made available on public broadcasting, a consensus of opinion among public broadcasting entities, the White House and other Federal agencies, and Congress suggests that there should be a comprehensive study to evaluate the present system and propose the future development of public broadcasting.

As a result, after almost 13 years since the first Carnegie Commission on Educational Television was created, the Carnegie Commission II was formed in June 1977 to carry out such a study.

Report Overview

The present report provides an overview of the current status and trends in public broadcasting for use by the public broadcasting community, Federal agencies and other interested persons and organizations.

This report covers six major subject areas: (1) Development of Public Broadcasting, (2) Finance, (3) Broadcast, (4) National Interconnection Services, (5) Public Broadcasting Audience, and (6) Employment.

The chapter on the development of public broadcasting presents brief descriptions of the growth of public radio and television and the contributions to public broadcasting of three major agencies (The Ford Foundation, HEW's Educational Facilities Program, and the Corporation for Public Broadcasting). The chapters on finance, broadcast, and employment provide an analysis of the present status of public broadcasting organizations. The chapter on the national interconnection services describes the activities of Public Broadcasting Service (PBS) and National Public Radio (NPR). The chapter on audience is devoted to both the actual and the potential audiences of public television and radio.

Data Used in Report

For a variety of reasons, data in this report are presented either by calendar year or by the Federal fiscal year. Thus, data from the annual surveys are based strictly on the fiscal year, but the station counts in the chapter on development of public broadcasting are made on the basis of the calendar year to be consistent with the historical data available at this time. The data for finance, employment, and broadcast are based on the CPB annual surveys, PTV programming surveys, and other published material.

In addition to data from the CPB annual surveys and other publications, information is also derived from a number of published and unpublished materials by various organizations, such as the Federal Communications Commission, the Ford Foundation, HEW's Educational Broadcast Facilities Branch, the Nielsen Company, the American Research Bureau (ARB), and the Roper Report.

Organization of the Public Broadcasting Industry

The public broadcasting industry consists technically of the following organizations surveyed for this report:

A. Public television licensees and stations.

B. CPB-qualified public radio stations.

C. Support organizations.

General:

Corportion for Public Broadcasting (CPB)
National Association of Educational Broadcasters (NAEB)

Television only:

Central Educational Network (CEN)
Children's Television Workshop (CTW)
Eastern Educational Television Network (EEN)
Family Communications, Inc. (FCI)
Mideastern Educational Television, Inc. (MET)
Agency for Instructional Television/National Instructional Television Center (AIT/NITC)
New York Network (State University of New York-SUNY)
Ohio Educational Television Network Commission (OETNC)
Pennsylvania Public Television Network (PPTN)
Public Broadcasting Service (PBS)
Rocky Mountain Corporation for Public Broadcasting (RMCPB)
Southern Education Communications Association (SECA)
Western Educational Network (WEN)

Radio only:

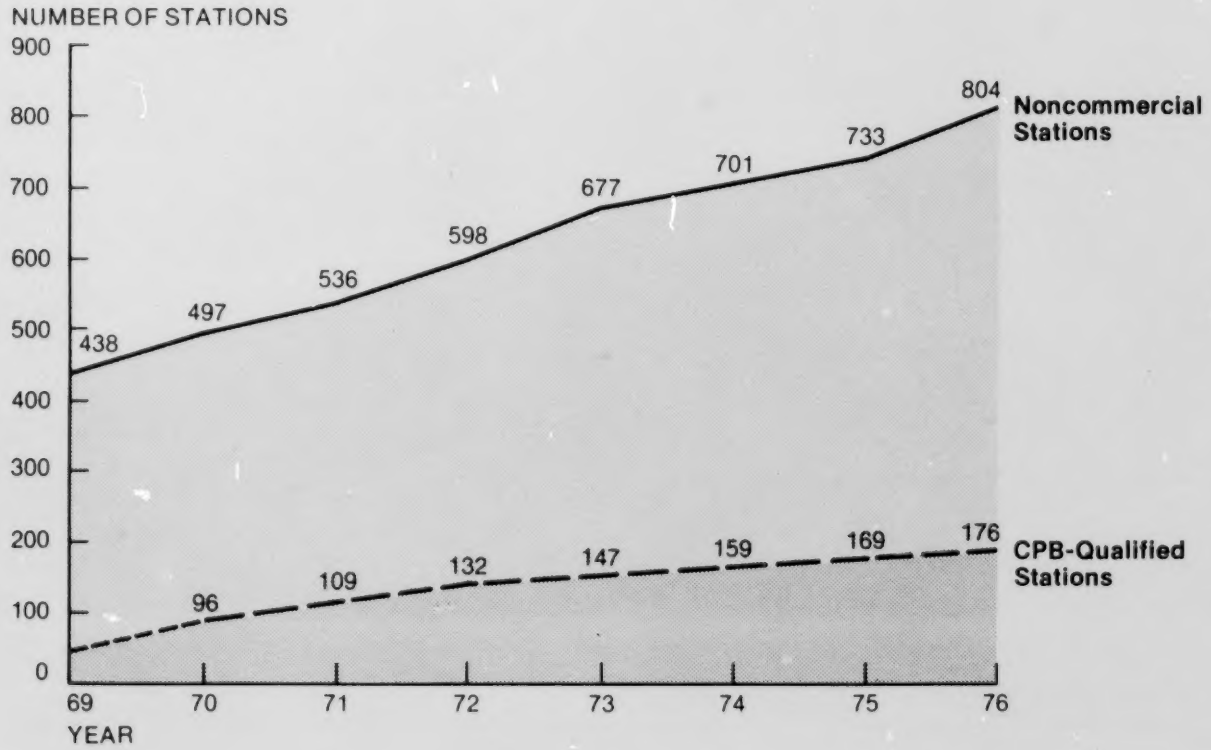
Eastern Public Radio Network (EPRN)
National Public Radio (NPR)

II. DEVELOPMENT OF PUBLIC BROADCASTING

Growth of Public Radio

The first noncommercial radio station began experimental operations in 1919 in Madison, Wisconsin, with the identifying call letter 9XM (later changed to WHA). The early years in the development of the radio industry were chaotic; broadcasters operated their stations arbitrarily, jumping frequencies and power and generally creating considerable confusion on the air. To overcome such problems, the Radio Act of 1927 created the Federal Radio Commission (FRC) and authorized it to use regulatory power to license stations and to assign call letters. Meantime, as commercial radio stations rapidly increased and provided services equivalent to those offered by noncommercial stations, and as the depression during the early 1930's forced many educational institutions to close down their radio operations, the noncommercial radio industry receded to faint existence by the late 1930's. Six years after the first noncommercial station began opera-

Figure 1 — Growth of Noncommercial Radio Stations and CPB-Qualified Stations: (at the end of calendar year) 1969 - 1976



tion, the number of stations mushroomed to 171, but by 1937 the number decreased to a mere 38.[1]

FM broadcasting and the establishment by the FCC of FM channels reserved for noncommercial use brought about a resurgence of noncommercial radio. The first assignment of reserved FM channels took place in 1938, when the first noncommercial FM radio station was aired. During the next 10 years such stations slowly increased to a total of 27. In 1941, five channels between 42 and 43 megahertz (MHz) were authorized for noncommercial FM use. The present reserved channel assignment was allocated by the FCC in 1945: 20 FM channels between 88 and 92 MHz were reserved exclusively for noncommercial educational broadcasting. In 1948, the FCC authorized low-power 10-watt FM broadcasting for noncommercial use, and in the following 20 years the number of noncommercial stations zoomed to more than 400. Additional historic steps included the FCC authorization of stereophonic broadcasting in 1961 and the 1967 Public Broadcasting Act which established CPB to assist public radio and provided public radio facilities grants for the first time.

Additional impetus was given by CPB in 1971 when it established National Public Radio (NPR) to manage the distribution of national radio programs through the interconnection system and to produce national programs. In addition to NPR, the Eastern Public Radio Network (EPRN) provided services to the stations on the east coast. As a part of the 1973 reorganization, the Association of Public Radio (APRS) was created by public radio stations to represent their interests before Congress, the Executive Branch, CPB, and the general public. In May 1977, APRS and NPR became a single entity under the name of National Public Radio. The new organization provides the services previously provided by the two separate organizations.

At the end of 1976, there were over 800 noncommercial stations and most of these stations were broadcasting on reserved FM channels.

Since 1970, the Corporation has awarded Community Service Grants (CSG) to reinforce and expand the service capabilities of public radio—particularly to increase or upgrade station activities directly involved in local programs and community awareness. The number of such qualified radio stations for CSG has steadily increased from 96 in 1970 to 182 as of March 1977. (Figure 1) Most of these qualified stations were licensed to institutions of higher education. As table 1 shows, nearly 64 percent of the total stations were licensed to colleges and universities as of March 1977. Community organizations operated 19 percent and the remaining 17 percent were licensed to local authorities and State agencies.

Table 1

CPB-qualified public radio stations, by type of licensees, March 1977

Type of licensees	Number of stations	Percent
All types	182	100.0
Community	35	19.2
University	116	63.7
Local authority	24	13.2
State	7	3.9

[1]Federal Communication Commission, "Educational Radio," *Information Bulletin* (April 1971)

Growth of Public Television

The early years of noncommercial television broadcasting were much more orderly than those of noncommercial radio. The FCC, being aware of the needs of educational and commercial television, opened UHF channels for expanding television needs in 1952 and reserved 242 television channel assignments for noncommercial educational use. These reservations constituted approximately 12 percent of the total channel allocation at that time.[2]

The first noncommercial television station went on the air in 1953 in Houston, Texas, with the identifying call letters KUHT. Within the next 9 years the number of such stations increased to 74 (68 licensees).

Another milestone occurred in 1967 with the passage of the Public Broadcasting Act which created the Corporation for Public Broadcasting (CPB) to assist local public television and radio stations in the development of their broadcast activities. Since the 1967 enactment of this act, the number of television stations has increased; by the close of 1976 there were 268 public television stations. (Figure 2) CPB created the Public Broadcasting Service (PBS) in 1970 to manage distribution of national programs through national interconnection systems. Since the 1973 reorganization of the public broadcasting industry, PBS operates under a partnership agreement with CPB.

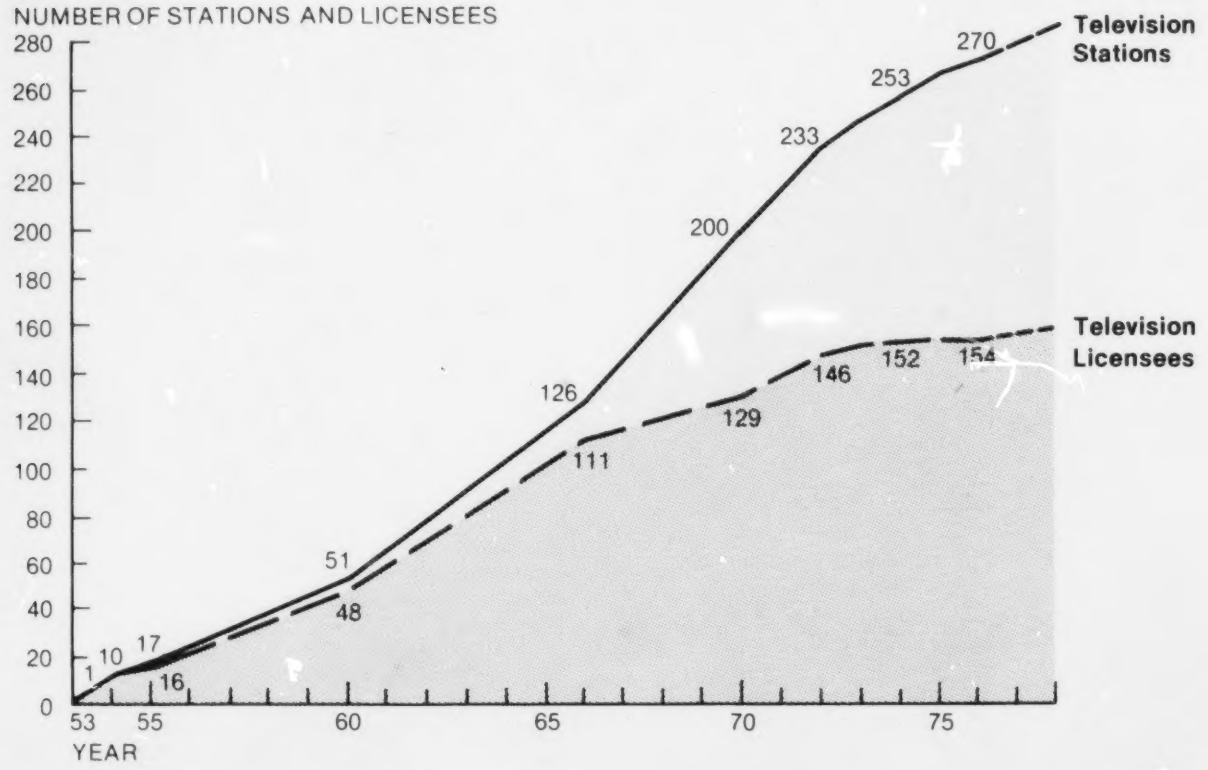
Noncommercial educational reservation of television channels has been revised several times since 1951, when the FCC reserved 242 channels (80 VHF and 162 UHF); by 1975 there were 127 VHF and 528 UHF allocations reserved for educational television. Initially, public television stations were virtually all VHF. Since 1969, however, most of the construction permit grants and applications have been in the UHF spectrum. In late 1967, the number of UHF stations on the air exceeded the number VHF stations for the first time. With the number of VHF unused reservations continually diminishing, especially in the large metropolitan areas, the continued growth of UHF public television stations seems very likely. All-channel-receiver legislation that was in effect in 1964 also aided the rapid growth of UHF stations. According to the legislation, all television sets sold after April 30, 1964, had to be capable of receiving UHF as well as VHF signals. Of the 270 public television stations on the air at the close 1976, there were 164 UHF and 106 VHF stations.

In addition to the national network (PBS), there were six public television regional networks; three State network systems, consisting of stations licensed to various organizations within the States, and a major television program distribution center (library).

[2]Federal Communication Commission, "Educational Television," *Information Bulletin* (September 1972)

Figure 2 — Growth of Public Television Licensees and Stations (at the end of calendar year)

1953 - 1976



As of March 1977, tnere were 153 public television licensees who controlled and operated 270 stations.

Table 2

Public television licensees and stations by type of licensee: March 1977

Type of licensee	Licensees		Stations	
	Number	Percent	Number	Percent
All types	153	100.0	270	100.0
Community	59	38.6	74	27.4
University	53	34.6	76	28.2
Local authority	18	11.8	19	7.0
State	23	15.0	101	37.4

Ford Foundation

The Ford Foundation has played a major role in providing financial assistance to the public broadcasting industry, especially educational television, with grants totalling $293 million since 1951.

As early as 1951, the Foundation helped establish the Radio-Television Workshop for the production of cultural and informational television and radio programs for commercial broadcasters and national distribution by networks and individual stations. "Omnibus" was its most ambitious production. In 1952, a year prior to the establishment of the first educational television station—KUHT in Houston, Texas—the Foundation helped establish the Educational Television and Radio Center to provide a national program service.

In 1967, the Foundation funded the Public Broadcasting Laboratory (PBL) for two years to support experiments demonstrating the high quality of programs public television could achieve, if equipped with adequate funds and nationwide interconnection. In addition, in 1968, the Foundation established its Office of Public Broadcasting to administer financial assistance for public television programming. Its activities included providing grants, with CPB, to production centers for national programs, assisting the development of an interconnection system, funding research on the television viewing audience, and developing sources of revenue for local station development.

The Foundation provided financial assistance to PBS and subsequently helped fund the Station Program Cooperative (SPC) service of PBS, by which member stations can select national programs. In addition, funds were allocated for preliminary studies of a satellite interconnection system. Foundation grants have also gone to a variety of projects ranging from production of established and experimental national programs to local station development. For example, the Project for New TV

Programming encourages experimentation at the local and regional levels.

As table 3 shows, the Ford Foundation's financial contribution to public (educational) broadcasting during the period 1951-1977 has amounted to slightly more than $293.5 million. The Foundation has been the major single source of private aid to noncommercial broadcasting. However, as a result of the industry's growing ability to generate its own funds, the Foundation recently decided to redirect its energies towards the area of communications policy. It is anticipated that the Foundation's contribution to public broadcasting decline in future years.

Table 3

Ford Foundation grants and expenditures for public/educational broadcasting: fiscal yers 1951 through April 30, 1977

Fiscal Year	Grants and expenditures for television and radio projects		
	TV and Radio	Television*	Radio**
Total	$293,486,989	$292,204,362	$1,282,627
1951	1,439,091	946,291	492,800
1952	2,646,106	2,646,106	0
1953	4,490,021	4,339,116	150,905
1954	4,776,068	4,776,068	0
1955	3,139,195	3,139,195	0
1956	9,979,675	9,979,675	0
1957	4,749,720	4,674,970	74,750
1958	3,965,932	3,765,932	200,000
1959	11,126,112	11,113,512	12,600
1960	7,708,701	7,707,201	1,500
1961	8,140,359	8,125,359	15,000
1962	19,580,006	19,580,006	0
1963	7,423,652	7,423,652	0
1964	7,560,522	7,560,522	0
1965	7,171,903	7,171,903	0
1966	16,288,700	16,288,700	0
1967	23,000,544	22,962,544	38,000
1968	10,998,411	10,961,911	36,500
1969	25,301,843	25,116,271	185,572
1970	17,098,172	17,023,172	75,000
1971	18,155,198	18,155,198	0
1972	19,103,000	19,103,000	0
1973	10,683,699	10,683,699	0
1974	28,974,773	28,974,773	0
1975	3,680,000	3,680,000	0
1976	15,063,034	15,063,034	0
1977 (as of April 30)	1,242,552	1,242,552	0

*Includes those grants awarded to television-radio projects. some of these grants were awarded to commercial television, particularly in the early 1950s and television projects in other countries.

**Includes only those grants in which radio was the principal activity, but does not include those grants designated for television-radio.

Source: Ford Foundation

DHEW'S Educational Broadcasting Facilities Program

The establishment of DHEW's Educational Broadcasting Facilities Program is one of the noteworthy events in the history of public broadcasting.

In 1962, the Congress passed the Educational Broadcasting Facilities Act to provide a financial assistance program based on Federal matching grants for construction of educational television broadcasting facilities. This law authorized the Department of Health, Education, and Welfare to provide $32 million in financial assistance over a five-year period to eligible applicants for construction, upgrading, and expansion (up to 75 percent of the cost of eligible items) for noncommercial television stations. (While the term "educational" is in the title, EBFP is authorized to serve health and other public or social service needs, as well as education.) Only open broadcast apparatuses are eligible for support. Funds may not be used for land acquisition, the construction or repair of housing structures, or for broadcast station operation. When the Public Broadcasting Act was passed five years later, under the new facilities program, public radio was eligible for the first time for matching facilities grants from the Department of Health, Education, and Welfare.

Since the beginning of the Educational Broadcasting Facilities Program in fiscal year 1963 to the end of fiscal year 1976, $118.2 million in Federal funds have been awarded. During 1963-1976, 157 public television stations received grants to begin operations; an additional 290 grants were award for improvements at existing stations. In the eight years that radio stations have been eligible under the program, 63 grants have been awarded for new station construction and 119 for expansion of existing public radio staticns. (See Tables 4 and 5)

Table 4

Educational broadcasting facilities program's total grant awards: fiscal years 1963-1976 (in millions of dollars)

	Total grant awards		Awards for activation		Awards for expansion	
	No. of awards	Amount	No. of awards	Amount	No. of awards	Amount
Total	629	$118.2	220	$48.1	409	$70.1
Educational television	447	107.0	157	43.2	290	63.9
Educational radio	182	11.2	63	4.9	119	6.3

Source: Derived from Educational Broadcasting Facilities Program (FY 1963-FY 1976), Department of Health, Education and Welfare, 1977.

Table 5

EDUCATIONAL BROADCASTING FACILITIES PROGRAM

Profile of Program Requests FY 63-76

Fiscal Year	Pending Applications No.*	Pending Applications Amount*	Applications Rec'd No.	Applications Rec'd Amount**	Applications Considered in FY No.	Applications Considered in FY Amount**	Grants Award No.	Grants Award Amount*	Authority (P.L.)
1963-1967	—	—	235	$61.0	235	$61.0	161	$32.0	87-447
1968	74	$29.0	0	—	0	—	0	—	90-129
1969	74	29.0	51	8.0	125	37.0	15	3.2	90-129
1970	108	30.0	21	5.0	135	39.0	40	5.4	90-129
1971	89	25.8	96	19.7	185	45.5	57	11.0	91-97
1972	119	30.9	76	11.0	195	42.2	69	13.0	91-97
1973	77	18.9	84	17.2	161	36.1	78	13.0	91-97
1974	87	21.9	121	26.2	208	48.1	74	15.7	93-84
1975	114	25.4	79	18.1	193	43.5	62	12.0	93-84
1976	100	31.1	121	18.1	221	49.2	73	12.9	93-380 Sec 4140
1977	92								

HISTORY OF GRANT AWARDS—Educational Broadcasting Facilities Program

FY	ETV ACTIVATIONS No. of Grants	ETV ACTIVATIONS Fed. Funds**	ETV ACTIVATIONS Av. Grant	ETV EXPAND/IMPROVE No. of Grants	ETV EXPAND/IMPROVE Fed. Funds**	ETV EXPAND/IMPROVE Ave. Grant	RADIO ACTIVITIES No. of Grants	RADIO ACTIVITIES Fed. Funds**	RADIO ACTIVITIES Ave. Grant	RADIO EXPAND/IMPROVE No. of Grants	RADIO EXPAND/IMPROVE Fed. Funds**	RADIO EXPAND/IMPROVE Ave. Grant	TOTALS No. of Grants	TOTALS Federal Funds
63-67	92	$19.98	.22	69	$11.99	.17	n/a	—	—	n/a	—	—	161	$31,971,011
68	—	—	—	No funds appropriated this fiscal year						—	—	—	—	—
69	7	2.01	.29	6	1.10	.18	2	$.10	$.05	—	—	—	15	3,210,619
70	11	2.70	.25	10	1.84	.18	9	.52	.06	10	.34	.03	40	5,402,634
71	12	4.37	.36	18	4.96	.27	12	.81	.07	15	.86	.06	57	11,000,000
72	10	3.30	.33	33	8.18	.25	7	.58	.08	19	.94	.05	69	13,000,000
73	8	3.20	.40	40	7.90	.20	10	.89	.09	20	1.00	.05	78	12,999,999
74	6	2.87	.48	41	11.08	.27	4	.34	.08	23	1.38	.06	74	15,675,000
75	5	2.19	.44	36	8.64	.24	10	.73	.07	11	.43	.04	62	12,000,000
76	6	2.56	.43	37	8.17	.22	9	.94	.10	21	1.30	.06	73	12,982,575
Total	157	$43.18	—	290	$63.86	—	63	$4.91	—	119	$6.25	—	629	$118,241,838

*Does not include applications returned during processing in previous fiscal years.
**Amounts in millions.

Source: EBFP, DHEW

Corporation For Public Broadcasting

The Corporation for Public Broadcasting (CPB) was created by the 1967 Public Broadcasting Act. The board of directors of the Corporation consists of 15 members appointed by the President of the United States by and with the advice and consent of the Senate. CPB is not a Federal agency, but a private, non-profit corporation established to facilitate the development of public/educational radio and television broadcasting and to insulate such broadcasting from external interference and control.

Since its beginning, CPB has been the leading proponent of public broadcasting, primarily engaged in funding the public broadcasting industry. CPB helped establish the Public Broadcasting Service (PBS) and National Public Radio (NPR) to manage distribution of programs through national interconnection systems. CPB provides direct financial assistance to eligible radio and television licensees in the form of Community Service Grants, and is working actively through grants and other support to extend full-service public radio throughout the country. In addition, the Corporation funds various national programs, for both television and radio, to develop and distribute through the PBS and NPR interconnection systems. Further, it administers various training grants and provides services to the stations and the industry in the areas of audience research and management information.

The Corporation has been funded mainly by Congressional appropriations, although it also receives funds from other sources. From Fiscal 1969 to Fiscal 1976, CPB has received $301 million from Congress. Table 6 illustrates annual appropriation levels by fiscal year. As the Federal fiscal period changed from June 30 of each year to September 30, in 1976, the Corporation received an additional $17.5 million for the transition quarter. (Figure 3)

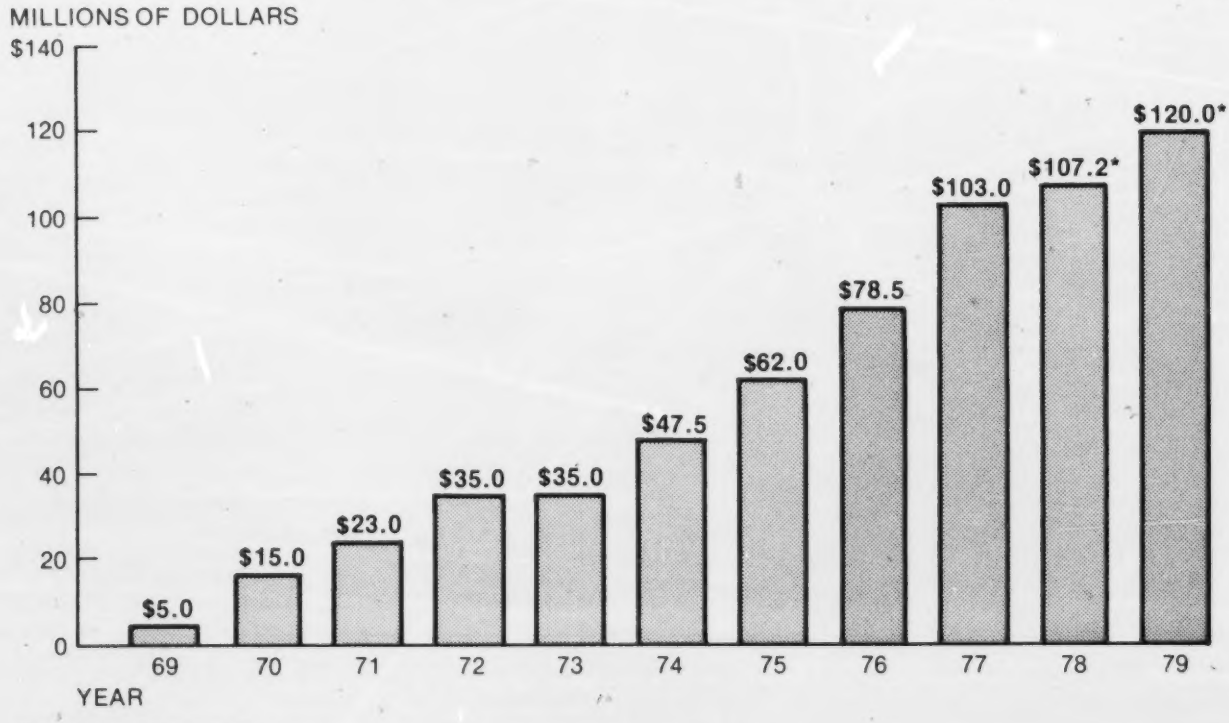
Table 6

Congressional appropriations and authorizations to CPB: Fiscal Years 1969-1980 (in thousands of dollars)

Fiscal Year	Appropriations	Authorizations*
1969	$ 5,000	—
1970	15,000	—
1971	23,000	—
1972	35,000	—
1973	35,000	—
1974	47,500	—
1975	62,000	—
1976	78,500	—
Transition Quarter	17,500	—
1977	103,000	$103,000
1978	107,150**	121,000
1979	120,200**	140,000
1980		160,000

*Authorized amount in the 1975 Public Broadcasting Financing Act.
**Appropriated amount, but subject to amendment.

Figure 3 — Congressional Appropriations to CPB Fiscal Years 1969-79



*Subject to amendment.

Since the enactment of the Public Broadcasting Financing Act of 1975, the CPB appropriation is now authorized on a match of $2 for every $5 of non-Federal revenue that the industry raised in the second previous year. However, this matching is subject to a congressionally authorized ceiling. Congress has set appropriation levels for Fiscal 1977 through Fiscal 1979 at $103, $107.15, and $120.2 million respectively. The appropriation levels for Fiscal 1978 and 1979 are far below the authorized amounts (ceilings) by Congress.

Public broadcasting has been successful in raising the non-Federal revenues needed to achieve the appropriation ceilings until Fiscal 1977. It is also optimistically anticipated that the industry will raise sufficient amounts to match the appropriation ceilings for Fiscal 1978 and 1979. However, it is unlikely that public broadcasting will raise enough non-Federal revenues to match the authorized amounts (ceilings) for Fiscal 1978 through 1980 based on the present matching formula. (To be discussed in the next Chapter "Finance".)

III. FINANCE

INCOME

The total income[1] of public broadcasting amounted to $412 million in Fiscal 1976 representing an increase in current dollars of 11.4% and in constant dollars of 5.3% over the previous year.

The 1976 income levels by sources were assessed according to new standards concerning income and its valuation specified under the 1975 Public Broadcasting Financing Act. In order to make a consistent comparison between 1976 and prior years these data were adjusted, particularly for in-kind support and nonbroadcasting income which were not included in preceeding years. Table 7 shows the changes in income sources for both the 1975-76 period and the 1973-76 period. (Figure 4)

[1]Includes both direct and indirect income such as money and in-kind support received by public broadcasting.

Table 7

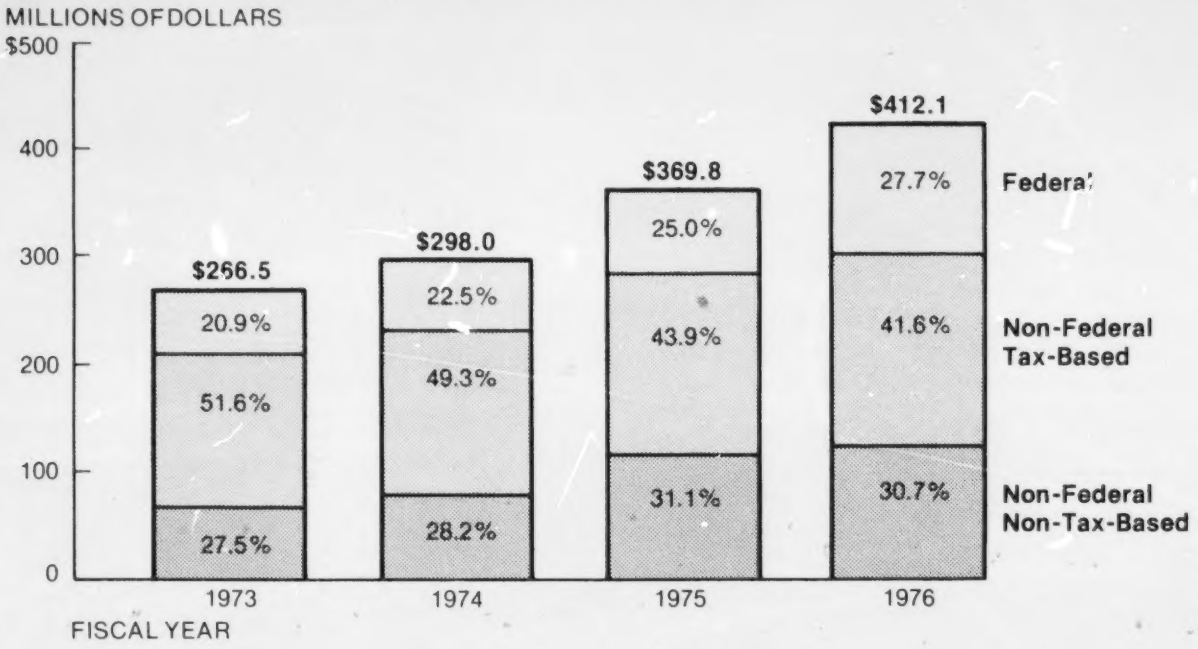
Adjusted income of public broadcasting*
Fiscal Years 1973-1976
(In thousands of dollars)

	FY 1973	FY 1974	FY 1975	FY 1976**	Percent change 1975-76	Percent change 1973-76
Total income	$266,538	$297,973	$369,813	$412,075	+11.4	+54.6
%	(100.0)	(100.0)	(100.0)	(100.0)		
Federal	55,585	67,005	92,341	114,039	+23.5	+105.1
% of total	(20.9)	(22.5)	(25.0)	(27.7)		
Non-Federal	210,953	230,968	277,472	298,036	+7.4	+41.3
% of total	(79.1)	(77.5)	(75.0)	(72.3)		
Tax based	137,640	146,828	162,385	171,350	+5.5	+24.5
(% of total)	(51.6)	(49.3)	(43.9)	(41.6)		
Local	31,186	33,984	32,917	34,427	+4.6	+10.4
State	65,595	76,442	91,399	91,814	+0.5	+40.0
State college	40,859	36,402	38,069	45,109	+18.5	+10.4
Non-tax based	73,313	84,140	115,087	126,686	+10.1	+72.8
(% of total)	(27.5)	(28.2)	(31.1)	(30.7)		
Private college	3,141	3,979	4,168	5,370	+28.8	+71.0
Foundation	20,450	17,875	28,688	22,988	−19.9	+12.4
Business	11,064	18,325	25,086	29,105	+10.0	+163.1
Subscribers	17,920	23,059	32,216	42,449	+31.8	+136.9
Auction	7,515	8,559	10,131	11,864	+17.1	+57.9
All others	13,223	12,343	14,798	14,910	+0.8	+12.8

*Due to the change in definition of non-federal income (1976), previously reported income (1973 through 1975) is adjusted to reflect the change.
**Preliminary

Figure 4 — Adjusted Public Broadcasting Income by Major Sources

1973-1976



For the 1973-1976 period total income increased by 54.6%. Income from Federal sources increased at a much faster rate than that from non-Federal sources. Although all categories showed an increase in the total amount during the period, the category which increased the most was Business (163.1%), followed by Subscribers (136.9%) and by Federal (105.1%).

As for the 1975-76 period, Subscribers (31.8%) and Private Colleges (28.8%) were the leading categories in terms of growth rate, followed by Federal (23.5%). Foundation was the only category which showed a decrease in income (-19.9%).

When corrected for inflation, total public broadcasting income increased by 20.7% instead of 54.6% during 1973-76. As illustrated in Table 8, in constant dollars, both Federal and non-Federal income increased; however, the tax-based portion of non-Federal income actually declined.

As shown in Table 9, in Fiscal Year 1976, the single largest source of income was Federal (27.7%), followed by State Government (22.3%), State Colleges (10.9%), Subscribers (10.3%) and Local Government (8.3%).

An examination of income of public television and radio systems in fiscal 1976 shows that the income applicable to the public television system was $361.4 million (or 87.7% of the total) and the remaining $50.7 million (or 12.3%) was attributed to the public radio system. (Figure 5)

Table 8

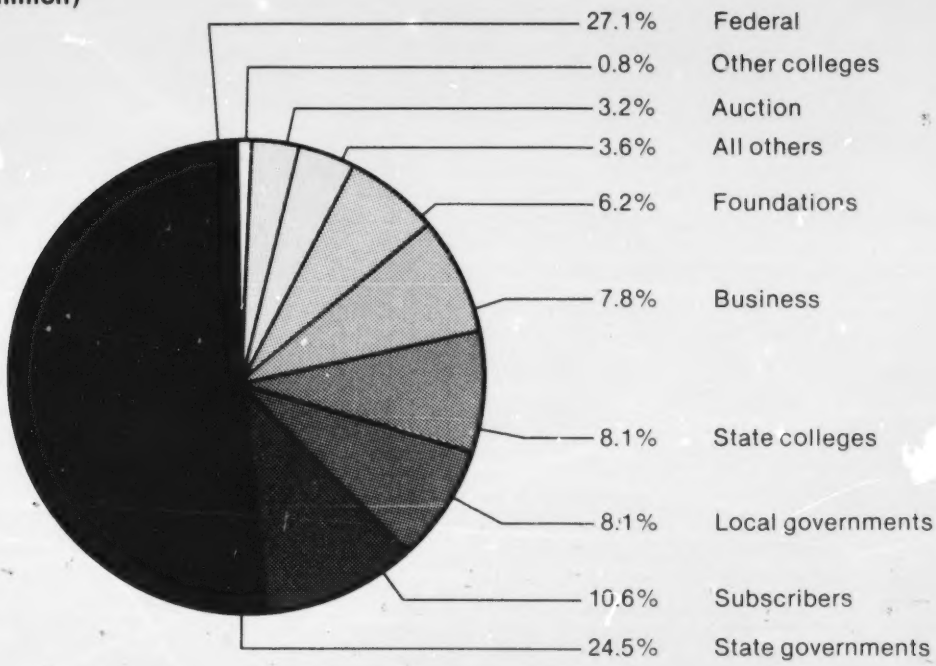
Percentage change of adjusted public broadcasting income in current and constant dollars 1973-1976

	1973-74		1974-75		1975-76		1973-76	
	In $ current	In $ constant	In $ current	In $ constant	In $ current	In $ constant	In $ current	In $ constant
Total	+11.8%	+0.7%	+24.1%	+13.8%	+11.4%	+5.3%	+54.6%	+20.7%
Federal	+20.5	+8.6	+37.8	+26.3	+23.5	+16.7	+105.1	+60.1
Non-federal	+9.5	−1.4	+20.1	+10.1	+7.4	+1.5	+41.3	+10.3
Tax-based	+6.7	−3.9	+10.6	+1.4	+5.5	−0.3	+24.5	−2.8
Non-tax based	+14.8	+3.4	+36.8	+24.9	+10.1	+4.4	+72.8	+34.9

Figure 5 — Percentage Distribution of Public Television and Public Radio Income

Fiscal Year 1976

Public Television
($361.4 million)



Public Radio
($50.7 million)

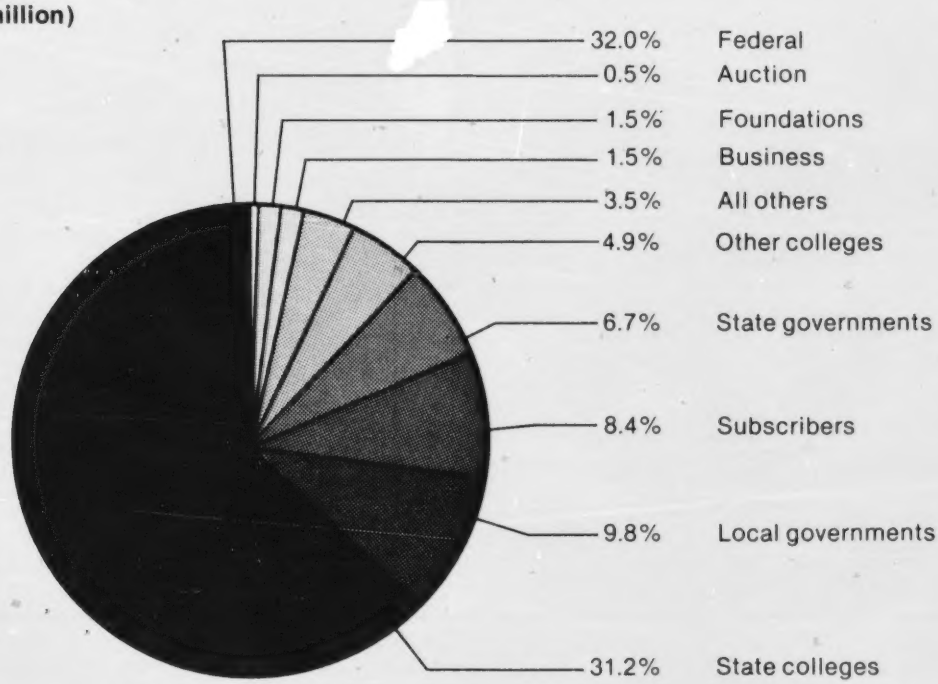


Table 9

Preliminary assessment of public broadcasting income*
FY 1976
(in thousands of dollars)

Source	Public broadcasting		PTV		Public Radio	
	Amount	Percent	Amount	Percent	Amount	Percent
Total	$412,075	100.0	$361,379	100.0	$50,696	100.0
Federal	114,039	27.7	97,802	27.1	16,237	32.0
Local government sources	34,427	8.3	29,465	8.1	4,962	9.8
State government sources	91,814	22.3	88,434	24.5	3,380	6.7
State colleges	45,109	10.9	29,308	8.1	15,801	31.2
Other colleges	5,370	1.3	2,863	0.8	2,507	4.9
Foundations	22,988	5.6	22,237	6.2	751	1.5
Business	29,105	7.1	28,335	7.8	770	1.5
Subscribers	42,449	10.3	38,190	10.6	4,259	8.4
Auction	11,864	2.9	11,598	3.2	266	0.5
All others	14,910	3.6	13,147	3.6	1,763	3.5
(Non-Federal)	($298,036)		($263,577)		($34,459)	

*Preliminary

Major income sources varied greatly between public television and radio systems. Although both types of operations relied heavily on a variety of tax sources, the radio system received more support from such tax sources in proportion to its total income (79.7% for radio and 67.8% for television).

For television, the Federal Government contributed 27.1% of total income while it contributed 32% for radio. The State Government contribution share was 24.5% for television and only 6.7% for radio. The largest source of non-Federal income for radio was State Colleges (31.2%) while State Government was the largest source of non-Federal income for television. For both television and radio, Local Government and Subscribers were sizeable income sources (8.1% and 9.8% for Local Government and 10.6% and 8.4% for Subscribers, respectively). Only television received sizeable amounts from Foundations, Business and auction. Foundations provided 6.2% of television income, but only 1.5% of radio income; income from Business amounted to 7.8% of television income, but only 1.5% of radio income.

In Fiscal 1976, television and radio licensees received from Federal and non-Federal sources nearly three quarters (74.8%) of the total public broadcasting income (412 million dollars). Of the total, PTV and PRD licensees received over $308 million directly and the remainder went to other public broadcasting organizations. The PTV licensees share was 66.5%; 8.3% was attributed to public radio licensees. The remaining quarter of the total income went to public broadcasting entities such as CPB, PBS, NPR, CTW, and regional networks. Most of the income received by other public broadcasting came from Federal sources. See Table 10.

Table 10
Income of public broadcasting*
FY 1976
(in thousands of dollars)

	Amount	Percent
Total income	$412,075	100.0
By public television and radio:		
PTV system	361,379	87.7
PRD system	50,696	12.3
By licensees and other public broadcasting organizations:		
All licensees	308,316	74.8
PTV licensees only	274,168	66.5
PRD licensees only	34,148	8.3
Other public broadcasting organizations	103,759	25.2

*Preliminary

Nearly all of the monies contributed by non-Federal sources went to PTV (84%) and public radio licensees (11%). Only 5% of all non-Federal monies went to other public broadcasting organizations or entities. See Table 11.

Table 11
Non-Federal income of public broadcasting*
FY 1976
(in thousands of dollars)

	Amount	Percent
Total, non-Federal	$298,036	100.0
By public television and radio:		
PTV system	263,577	88.4
PRD system	34,459	11.6
By licensees and other public broadcasting organizations:		
All licensees	282,667	94.8
PTV licensees	249,719	83.8
PRD licensees	32,948	11.0
Other public broadcasting organizations	15,369	5.2

*Preliminary

Table 12

FY 1976 total public broadcasting expenditures
(in thousands of dollars)

	Total		National service		Local Service	
Total expenditures	$412,075	100.0%	$106,111	100.0%	$305,974	100.0%
Programming and production	160,880	39.1	70,159	66.1	90,721	29.7
Program information and promotion	25,342	6.1	7,704	7.3	17,638	5.8
Broadcasting/distribution	85,656	20.8	11,944	11.3	73,712	24.1
Development	19,496	4.7	1,141	1.1	18,355	6.0
System administration, expansion & improvement	74,052	18.0	13,106	12.2	61,036	19.9
Capital expenditures	46,659	11.3	2,147	2.0	44,512	14.5

Expenditures

Public broadcasting expenditures [2] during Fiscal 1976 are summarized in Table 12. During the year it is estimated that nearly 89 percent of the total resources were allocated for operating expenditures and the remaining 11 percent for capital. Slightly over a quarter of the total expenses was spent for national services and the remaining three quarters for local services.

Programming/Production was the leading category of operating expenditures (39.1% of the total), followed by Broadcasting/Distribution (20.8%) and System Administration, Expansion and Improvement (18.0%).

Expenditure patterns for specific categories varied between national and local services. For national service, the costs of Programming/Production was more pronounced (66.1%), followed by System Administration (12.2%) and Broadcasting and Distribution (11.3%). For local service, however, Programming/Production (29.7%) and Broadcasting/Distribution (24.1%) were the leading categories of expenditures, followed by System Administration (19.9%).

As shown in Table 13, public television's operating expenditures' share (88.1% of the total expenditures) was less than public radio (93%); however, its share for national service (26.6%) was far greater than radio's (15.2%). Proportionately, radio spent less (7.5% of its total expenditures) for capital expenditures than public television (11.9%). See Figure 6.

Financing of U.S. Commercial Broadcasting and Selected Foreign Public Broadcasting Systems

Although the growth and status of public broadcasting in the United States have increased over the years, commercial broadcasting continues to dwarf its noncommercial counterpart. For instance, in 1975, U.S. commercial television broadcast revenues were $4.1 billion whereas public TV revenues were $325 million, or just over 8 percent of commercial revenues. Broadcast revenues for commercial radio were $1.7 billion compared to $40 million for public radio, or a little over 2 percent. The difference between U.S. commercial and public systems becomes more apparent in comparing per person costs: $19.16 for commercial TV versus $1.54 for public TV; for radio, $8.07 for the commercial radio system, yet only $.19 for the public system. (Table 14)

Not only does the public broadcasting system pale in comparison to the commercial system but also it is overshadowed compared to per person costs of other public systems in different areas of the world. (Table 14) In 1975, the latest year for which data are available, U.S. public TV's per capita costs was just over a third of the United Kingdom's BBC ($1.54 vs. $4.31), less than a third of Japan's NHK ($1.54 vs. $5.01), and less than one-eighth of Canada's CBC ($1.54 vs. $12.42). For radio, the comparisons are even more striking. The CBC, with national services in two languages, spent 18 times as much as the U.S. counterpart did in 1975. NHK spent more than 6 times as much, and the BBC more than 8 times as much per capita as did American public radio.

Table 13

Public broadcasting expenditures
fiscal year 1976
(in thousands of dollars)

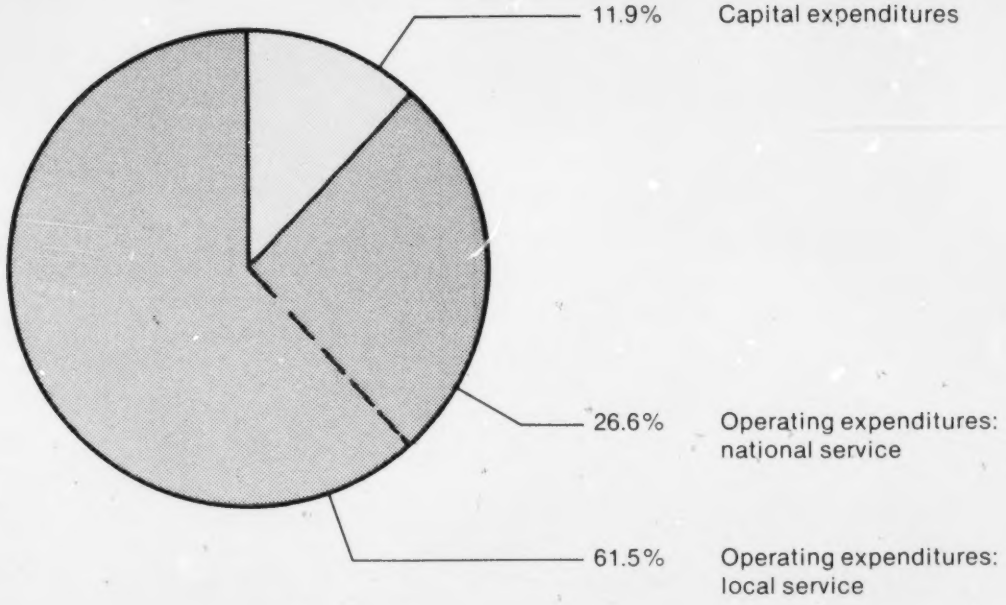
	Public broadcasting	Public television	Public radio
Total expenditures	$412,075	$361,379	$50,696
Percent	100.0	100.0	100.0
Operating expenditures	365,426	318,529	46,897
Percent	88.7	88.1	92.5
National service	103,964	96,255	7,709
Local service	261,462	222,274	39,188
Capital expenditures	46,649	42,850	3,799
Percent	11.3	11.9	7.5

[2] The following assumptions were made in the allocations of expenditures: (1) that public broadcasting expenses and income can be treated as equal and (2) the data gathered from annual financial surveys to CPB provide a reasonable base from which to calculate the costs of both purely local services and services performed at local stations for national purposes.

Figure 6 — Percentage Distribution of Public Television and Radio Expenditures

Fiscal Year 1976

Public Television
(total expenditures: $361.4 million)



Public Radio
(total expenditures: $50.7 million)

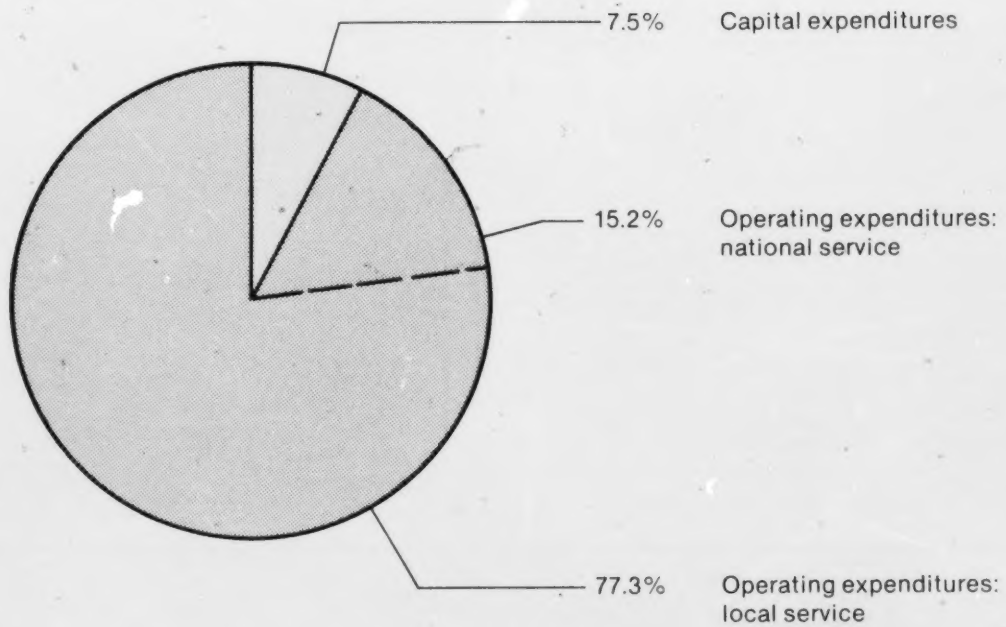


Table 14

Television and radio service costs by selected countries, 1975

	Television Total amount	Per person costs	Radio Total amount	Per person costs
1. U.S. public broadcasting, 1975				
Public system revenues	$330,039,000	1.54	$40,043,000	$.19
Federal appropriations	*80,108,000*	*.37*	*12,233,000*	*.06*
2. U.S. commercial broadcasting, 1975				
Broadcast revenues	4,094,100,000	19.16	1,725,000,000	8.07
Broadcast expense only	*3,313,800,000*	*15.51*	*1,634,400,000*	*7.65*
3. CBC (Canada)				
Broadcast income*	283,233,000	12.42	80,820,000	3.54
*Broadcast expenses**	*259,380,000*	*11.37*	*74,013,000*	*3.24*
*Parliamentary grant**	*223,269,000*	*9.79*	*63,709,000*	*2.79*
4. BBC (United Kingdom), 1975				
All expenses	241,950,000	4.31	92,108,000	1.64
5. NHK (Japan), 1975				
All expenses*	555,941,000	5.01	138,985,000	1.25

*Estimated

Source: 1. Corporation for Public Broadcasting.
2. FCC: TV Broadcast Financial Data 1975 and AM and FM Broadcast Financial Data 1975.
3. *CBC Annual Report 1975-1976.*
4. *BBC Handbook 1976.*
5. *NHK 1976-77 (Handbook)*

IV. BROADCAST CONTENT

Public Television Broadcast Content

The PTV Program Content Survey: 1976 reveals that an annual average of 4,542 hours per broadcaster[1] was aired. This represents a 17.3 percent increase over 1974, when an annual average of 3,872 hours[2] was broadcast.

Those broadcasters providing the greatest number of annual hours tended to have higher budgets, were located in the northeast and south, were licensed to community organizations and state systems, and served large populations.

Broadcast materials were produced principally by PTV stations (48.2%), followed by the Children's Television Workshop (18.8%), and then by local producers (10.1%). Less than eight percent each was produced by foreign/co-producers, independents, commercial entities, and a consortium. This same pattern was demonstrated in 1974. Although the percent of total hours has decreased from 11.4% in 1974 to 10.1% in 1976 for local sources of production, (Table 15) the actual number of annual average hours have increased from 441 hours in 1974 to 459 hours in 1976.

Broadcast materials were distributed by various sources. The distributor of a program refers to the organization that placed it in distribution. A producer and a distributor are not necessarily the same, for example, material produced at a local PTV station could be sent to PBS for distribution. As has been the case since 1974, the national public television interconnection system (PBS) was the largest single distributor. PBS distributed 69.3% of all broadcaster hours aired in 1976. Local material was the second most frequent (10.0% of all hours), followed by regional networks (6.2% of all hours). In 1974 PBS distributed 62.1% of total hours, followed by local (11.3%), and regional network (9.6%). (Table 16)

Programs were classified into the three categories: instructional television (ITV), "Sesame Street" and the "Electric Company", and General and News/Public Affairs as demonstrated in the following figures. (Figure 7)

Table 15

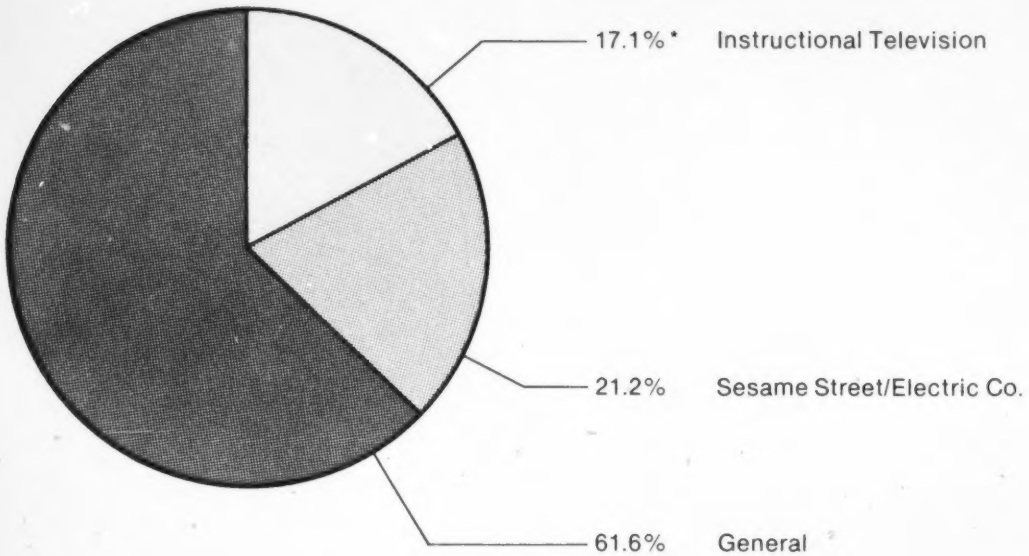
Percentage distribution of PTV broadcast hours by producer (per broadcaster) 1974 and 1976

Producer	1974 Percent of all hours	1976 Percent of all hours
(Annual broadcast hours)	(3,872 hrs.)	(4,542 hrs.)
PTV stations	45.4%	48.2%
CTW	22.0	18.8
Local	11.4	10.1
Foreign/co-production	5.8	7.6
Independent	5.9	6.1
Commercial	1.9	2.8
Consortium	2.5	1.7
Other	5.1	4.6

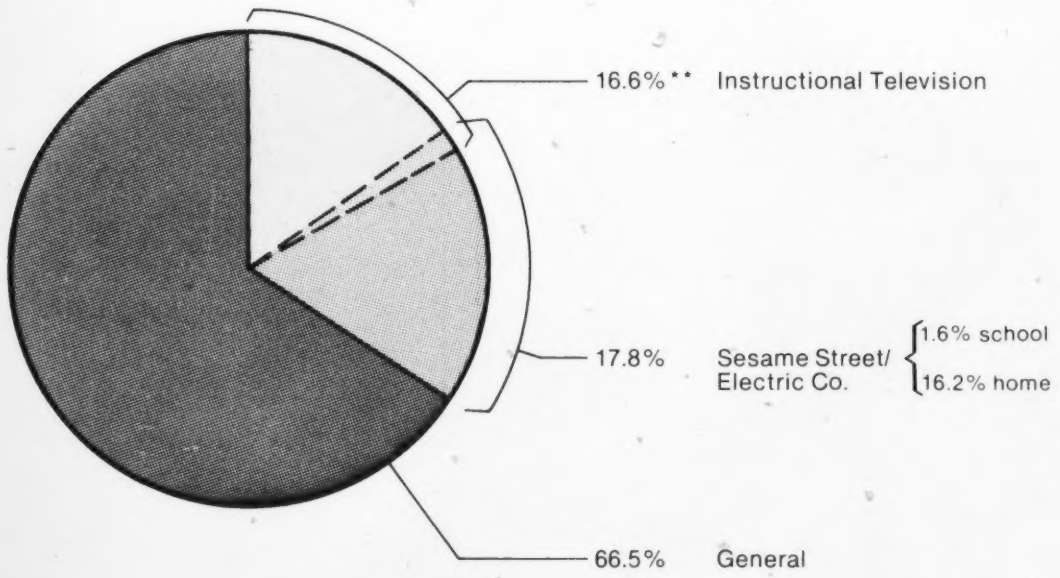
[1] *Public Television Program Category: 1976*
[2] *Public Television Program Content: 1974*

Figure 7 — Broadcast Hours by Three Catagories of PTV Programs 1974-1976

1974



1976



*Does not include "Electric Company" or "Villa Alegre".
**Includes "Electric Company" (1.6% of total) and "Villa Alegre" (0.2% of total) broadcasts during school hours on days when school was in session.

Table 16

Percentage distribution of PTV broadcast hours by distributor: 1974 and 1976 (per broadcaster)

Distributor	1974 Percent of all hours	1976 Percent of all hours
PBS	62.1	69.3
Local	11.3	10.0
Regional	9.6	6.2
All others	17.0	14.5

Instructional programs were defined as those used for formal instructional use and not for informal education. In 1976, ITV programs accounted for 16.6% of total hours representing an annual average of 752 hours. In 1974, ITV material represented 17.1% or 662 hours. However, 1976 ITV data includes those episodes of "Electric Company" or "Villa Allegre" broadcast during school hours on days when school was in session. ITV programming is concentrated in the following subject areas: reading and writing (16.4%), literature and humanities (10.5%), natural and physical sciences (10.1%), music/art/theater (10.0%), and social sciences (9.2%).

The two children's programs from the Children's Television Workshop including repeats accounted for 17.8% of all air time in 1976, as compared with 21.2% in 1974. Estimated annual averages were 564 hours of "Sesame Street" and 244 hours of "The Electric Company" per broadcaster in 1976; in 1974, the number of hours amounted to 558 and 263 respectively.

The category of General and News/Public Affairs programs includes the remaining areas of Information/Skills, Cultural, General Children's and News/Public Affairs programs. This inclusive category represented 66.5% (3,018 hours) of total hours in 1976, reflecting an increase of 633 hours or 26.4% since 1974. See Table 17.

Table 17

Percentage distribution of PTV broadcast hours of general/news and public affairs by type of program: 1976 (per broadcaster)

	Percent of total programming
(Annual broadcast hours)	(4,542 hrs.)
General news and public Affairs	66.5%
News/public affairs	11.9
Informational/skills	19.9
Cultural	20.9
General children's	10.0
Other general	3.8

These four categories were broken down as follows. News/Public Affairs programming (540 hours and 11.9% of total air time) covered local, state, or regional matters, international affairs and national events (e.g., "MacNeil/Lehrer Report"). Information/Skills material (903.5 average annual hours and 19.9% of total hours) consisted of history/biography (e.g., "Adams Chronicles"), general information, skills/how-to-do-it, and science (e.g., "Nova") programs. General children's programs (455.0 annual hours and 10.0% of all air time) included "Mr. Rogers' Neighborhood", "Carrascolendas", "Zoom", and "Hodgepodge Lodge".

An analysis of programming for target audiences presents difficulties as there is not always consensus on whether a program is predominately for one target group. For this survey, results reflect a composite of the opinions of the respondents for local programs and pre-coding for the nationally distributed programs. The average annual totals of special target audience programming per broadcaster were 294 hours in 1976 and 6.5% of all hours. In 1974, 7.2% of total air time representing 278 hours were devoted to target audiences.

The program hours for target audiences were 294 per broadcaster. Of these hours, News/Public Affairs constituted 17.0 percent, General Children's programs 15.1 percent, the broader categories of Information Skills 20.0 percent and Cultural programs 31.5 percent.

In addition to the distribution of domestic original PTV programs within the U.S., public television exports some PTV programs. As exhibited below (Table 18), in fiscal year 1976, PTV entities sold about 370 hours of programming abroad. Sixty countries acquired 4,528 hours of PTV programming, including the sale to 40 countries of the most popular Sesame Street program. In contrast, about 142 hours or 8% of original broadcast hours for national distribution consisted of foreign programming. Thus, public television exported about three times as many original hours as it imported.

Table 18

Import/export of PBS television programs - FY 1976

Foreign sales	Hours
Foreign sales:	
Total unduplicated hours	370.5
Total hours sold	4,528.5
(Number of countries)	(60)
Foreign acquisitions:	
Total hours purchased	141.5

Public Radio Broadcast Content

The latest available data for public radio broadcast content was gleaned from the 1975 CPB annual survey. In 1975, an annual average of 6,446 hours were broadcast per station compared with 6,327 hours in 1974 and 5,923 hours in 1973. The 1975 figure represents a 3.8 percent in-

crease over 1974 and a 8.8 percent increase over 1973. In the future, more detailed information will be collected from a form similar to the Public Television Program Content Survey.[3]

The pattern of programming sources has remained relatively consistent since 1973. Broadcast materials were primarily locally produced (63.5%), followed by national interconnection (11.3%) in 1975. (Table 19)

Table 19

Broadcast hours of public radio stations by source

Source	1973	1974	1975
Locally produced	67.2%	64.5%	63.5%
National interconnection (NPR)	13.1*	11.0	11.3
All others	19.7	21.0	25.2

*Includes other interconnection.

For the first time in 1975, information was collected pertaining to the four types of programming broadcast by the radio stations. Musical programs accounted for 60.2 percent of total air-time, followed by Public Affairs/Information (26.6%), Cultural (10.7%) and Instructional programming (2.5%). These breakdowns are illustrated in figure 8.

V. NATIONAL INTERCONNECTION SERVICES

Public Broadcasting Service (PBS)

The Public Broadcasting Service (PBS) is a private, nonprofit national membership organization of the public television stations. It is governed by an elected 52 member Board of Directors: 35 lay members representing the licensees, 15 professional members representing station management, and 2 representing PBS management. PBS services are mainly funded by member stations and CPB.

Originally PBS was established by CPB and public television licensees in late 1969 to manage the national interconnection system. PBS began distributing its national programming in October 1970, and in March 1973 was reorganized as a membership organization.

Today, PBS activities include the operation of a national interconnection service across the country, distribution of national programs to the stations, representation before Congress, the Executive branch, the Federal Communications Commission and the public, the provision of professional services and up-to-date information for its member stations, and the administration of the Station Program Cooperative (SPC), the Station Acquisition Market (SAM), and the Station Independence Program (SIP).

[3]The public radio program content survey, which is based on a year-round sample survey, will be conducted for the first time from October 1977 to September 1978.

The PBS interconnection system receives tapes from production agencies and stations for distribution. These tapes are then fed from video tape machines via telephone wires leased from American Telephone and Telegraph (AT&T), State interconnections, and non-Bell systems. The videotape feed is sent directly to regional networks, such as Southern Educational Communications Association, Central Education Network, Eastern Educational Television Network, and Midwestern Educational Television, Inc. From Lincoln, Nebraska, in the Western Region there is a UNI[1] straight-feed overhead line to Denver, where a delay center feeds the Rocky Mountain Corporation for Public Broadcasting. Another UNI line exists from Denver to Los Angeles, where tapes are fed for the entire west coast region (WEN).

The PBS schedule operates from Monday through Friday. At about 10:30 Friday night, PBS again feeds the regular schedule, thus providing delays for the Rocky Mountain and west coast regions. State interconnections receive one drop[2] which they feed to their respective stations. The interconnection is accessible 24 hours a day, 7 days a week. Stations have three options: they can 1) broadcast the feed as they receive it; 2) tape it and broadcast it when they choose; or 3) ignore it. This flexibility in the interconnection system will be further expanded with the forthcoming satellite system.

As figure 9 illustrates, in 1976 PBS distributed 1,854 hours of original programming.[3] This represents a 35.6% increase over the previous year. Cultural programming share was 33.9% of the total hours; educative and children's programming was 26.5%; and public affairs programming 39.6%. (Table 20)

The SPC was established in 1974 to provide a stronger national program service while giving the stations authority in program selection. The membership votes annually on which national programs they would like continued; the cost of the purchased program package is apportioned among the approving stations. Naturally, the more sponsorship a program receives, the less it costs per station. Although SAM's purpose is similar, it was organized to attend to those program decisions which developed unexpectedly. SAM provides the needed flexibility offered by an ongoing process.

A number of programs carried by PBS have won prestigious awards over the years. In 1976, twelve public television programs and individuals received Emmy Awards from the National Academy of Television Arts and Sciences. Among the programs were "Adams Chronicles" (WNET-New York), "Notorious Woman" and "Upstairs/Downstairs" (Masterpiece Theatre series, WGBH-Boston), "Evening at Symphony" (WGBH-Boston),

[1]UNI — A special telephone line which provides direct line feed.

[2]Drop — A drop refers to a major transmitter which receives videotape feed and, in turn, feeds all stations connected to it.

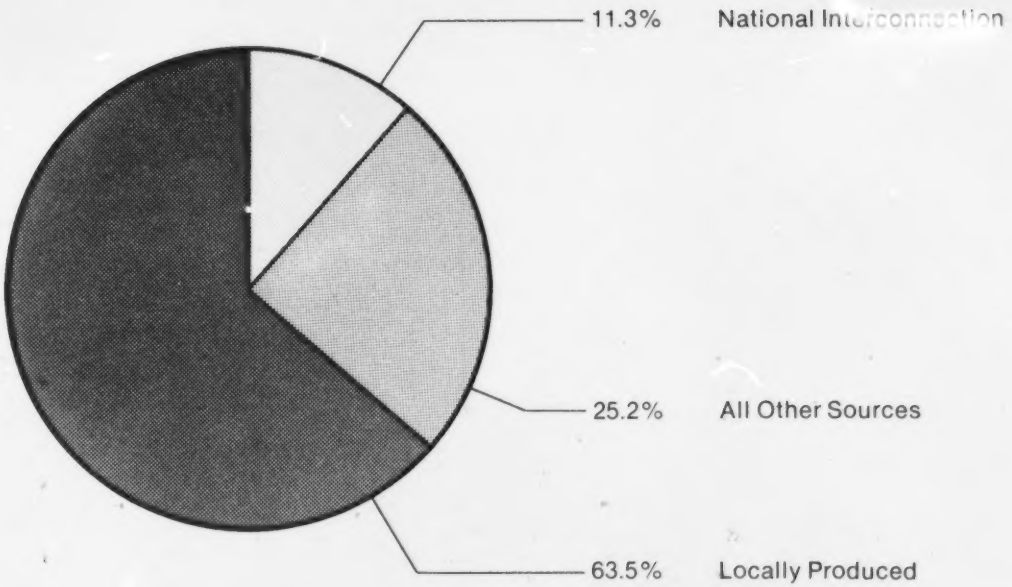
[3]Original programming hours refer to hours of programs distributed the first time by PBS for original broadcast by public television licensees.

Figure 8 — Percent Distribution of Public Radio Programming by Source and Types of Programming

1975

(annual average broadcast hours per station: 6,446)

Source of Programming



Type of Programming

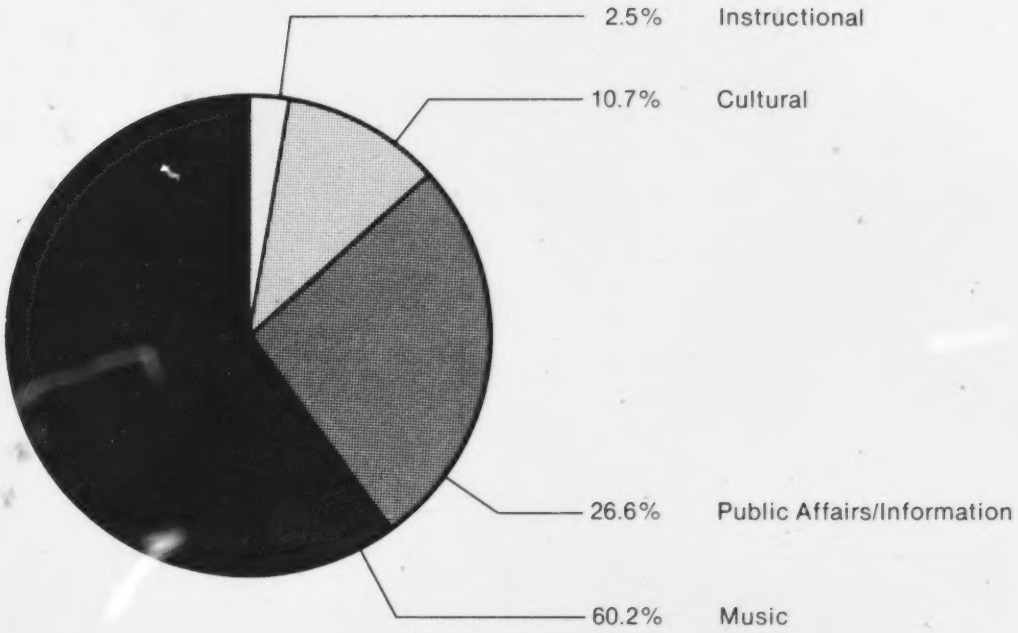


Figure 9 — Original Broadcast Hours Distributed by PBS Fiscal Years 1973-76

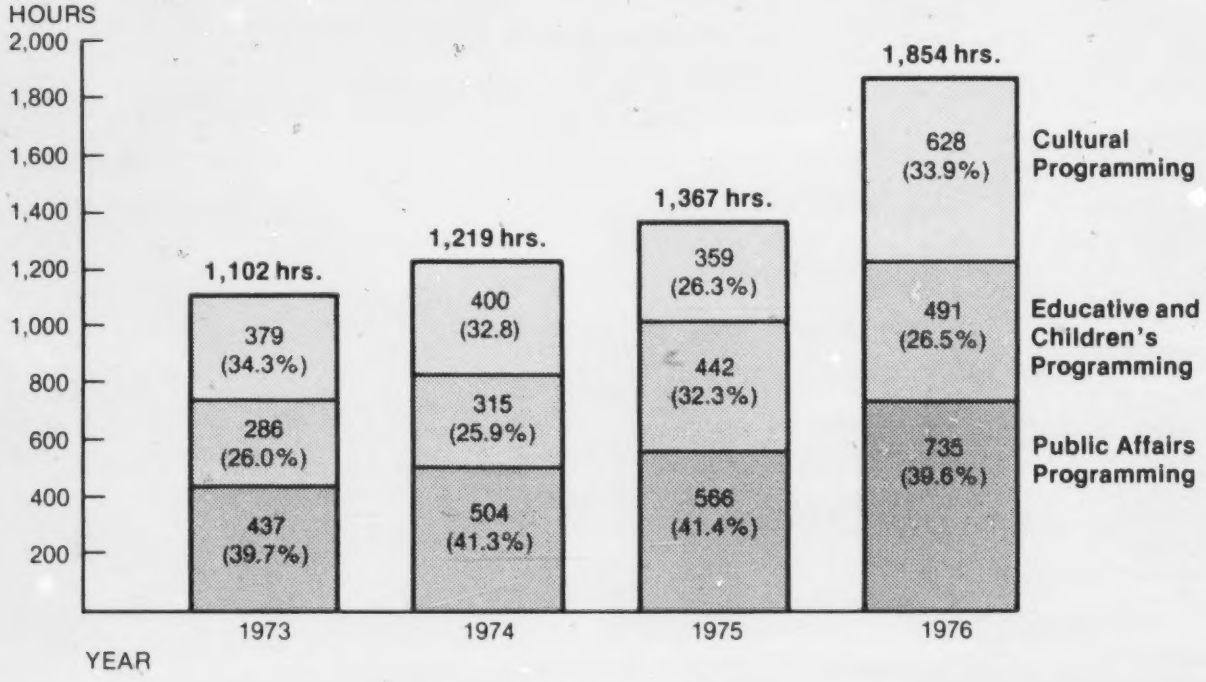


Table 20

Original broadcast hours distributed by PBS FY '73-'76

	Hours			
	FY '73	FY '74	FY '75	FY '76
Total	1,102	1,219	1,367	1,854
Cultural programming	379	400	359	628
Educative and children's programs	286	315	442	491
Public affairs programs	437	504	566	735
	Percents			
	FY '73	FY '74	FY '75	FY '76
Total	100.0%	100.0%	100.0%	100.0%
Cultural programming	34.3	32.8	26.3	33.9
Educative and children's programs	26.0	25.9	32.3	26.5
Public affairs programs	39.7	41.3	41.4	39.6

Source: PBS Research Department

Bernstein and the New York Philharmonic" (Great Performances Series, WNET-New York) and "Sesame Street" (CTW-New York).

National Public Radio (NPR)

National Public Radio is the major national program production and interconnection service, representing member stations' interests before Congress, Federal agencies, CPB, and the public. NPR is governed by a Board of Directors which consists of 25 members: 24 of whom are elected (12 public members and 12 station managers) and one NPR Chief Executive Officer.

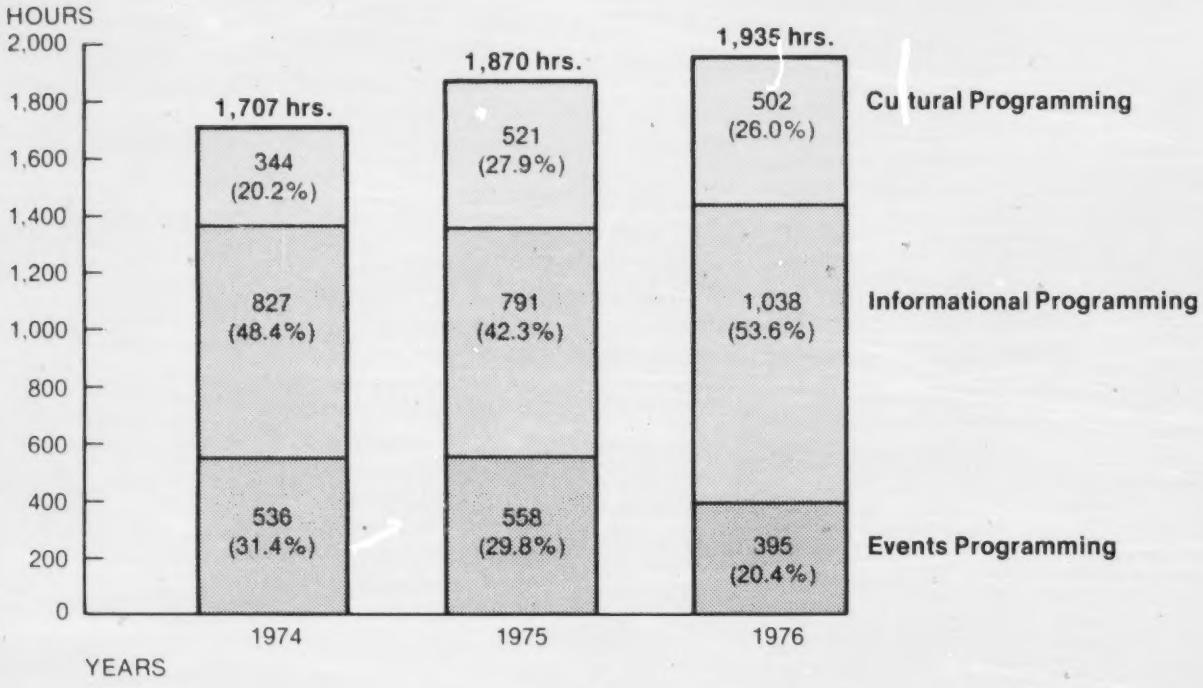
NPR began regular network programming in early May 1971 with the premiere of "All Things Considered". Funded primarily by CPB and its member stations, NPR continues to operate as a private, non-profit corporation. At present, NPR has more than 200 member stations across the country. Listeners in 48 states, plus Puerto Rico and the District of Columbia, are within range of NPR programming.

It produces a variety of national programs to meet the needs and interests of the public radio audience. As shown in figure 10, during fiscal year 1976, it provided 1,935 original broadcast hours distributed: 26% was devoted for cultural programming, 54% for informational programming, and 20% for events programming. (Table 21)

In 1976, NPR produced about half of the national programs it distributed to its member stations. About one quarter of the programming was provided by public radio's member stations and the remaining quarter by independent producers and reporters as well as foreign broadcasting agencies such as British Broadcasting Corporation and the Canadian Broadcasting Corporation. NPR provides its programming service free to its mem-

Figure 10 — Original Broadcast Hours Distributed by NPR

Fiscal Years



bers. In addition to providing a program service, NPR also offers member stations promotional and technical assistance.

Member stations can select from an average of 45 hours of programming available to them each week from NPR. Programs are distributed by direct line transmission of material over AT&T Long Lines linking member stations across the country or by tape mailed from the headquarters in Washington, D.C. This interconnection system enables member stations to receive programming not only from NPR, but to transmit the national programming to the rest of the system. This facilitates the national collection and distribution of materials and allows for NPR's unique "call-in" and "call-out" programs in which listeners throughout the country exchange opinions on a variety of subjects.

In addition to the renowned "All Things Considered", NPR programs also include "Voices in the Wind", "Options", Ford Hall Form", coverage of congressional hearings, news events, and arts and performances.

NPR's programming has won a number of distinctions over the years. In addition to the prestigious Peabody and DuPont Awards, six Ohio State Awards, two National Headliners Club Awards, and two American Bar Association Awards were won.

With the consent of the National Achives and the Library of Congress, NPR agreed in 1976 to provide for the permanent preservation of all NPR programming. The agreement was the first of its kind with any national U.S. broadcast organization.

Table 21

Original broadcast hours distributed by NPR FY '74-'76

	Hours		
	FY '74	FY '75	FY '76
Total	1,707	1,870	1,935
Cultural programming	344	521	502
Informational programming	827	791	1,038
Events programming	536	558	395
	Percents		
	FY '74	FY '75	FY '76
Total	100.0%	100.0%	100.0%
Cultural programming	20.2	27.9	26.0
Informational programming	48.4	42.3	53.6
Events programming	31.4	29.8	20.4

Source: NPR Research Department

Satellite

In 1976, the satellite interconnection project for public TV and radio was approved by the FCC and arrangements were made for its implementation. The satellite interconnection system's principal goal is to provide greater flexibility in the scheduling and choice of multiple programs and consequently foster greater autonomy for each station.

Map 1—PBS Interconnection System

This Map Is Based On AT & T Pricing, And Does Not Necessarily Indicate Actual Routing

- ● ORIGINATING STATIONS
- ═══ EXTENDED ROUND ROBIN
- ═══ ROUND ROBIN
- ——— EASTERN AND CENTRAL TIME
- — ROCKY MOUNTAIN TIME
- ----- PACIFIC TIME
- • REPEATER STATIONS
- ——— STATE AND PRIVATE NETWORK
- • NON-INTERCONNECTED STATIONS ON AIR
- ⊙ PROJECTED STATIONS FUNDED OR UNDER CONSTRUCTION

Revised
August, 1976

Map 2 — NPR Interconnection System

Map prepared by John Peter Mallord

The new satellite interconnection, expected to be operational for television by January 1979, will provide public broadcasting with its first capability of three (later four) dedicated channels to serve public television stations, including those in Alaska, Hawaii, Puerto Rico, and American Virgin Islands. Accordingly, this system will enable each PTV and radio station to choose whether to broadcast national, regional, or functional programs (defined as programming that interests a particular group of stations, not necessarily geographically adjacent) at any particular time. In the past, the single TV line precluded this elasticity.

The proposed satellite system is comprised of four physical elements:

1. Western Union's Westar satellite, including three or four transponders;
2. A main origination earth terminal near Washington, D.C.;
3. Five regional transmit-receive terminals within the continental United States; and
4. About 150 receive-only earth terminals associated with PTV stations.

The public broadcasting's television satellite project is expected to cost $39.5 million to build. The construction finances will be provided by $32.5 million in credit from private lenders headed by Bank of America, and the remainder contributions from CPB, public television stations, Kresge Foundation, PBS, and a grant and loan from the Ford Foundation.

Plans are also well under way to develop a radio satellite interconnection, where possible, using projected TV earth-receive facilities and additional equipment. This would replace the existing single, low fidelity AT&T service with four, high fidelity circuits, thus permitting the transmission of stereo music on two of the circuits and other voice programs on the other two.

When completed, the satellite interconnection will link more than 400 public television and radio stations in a nationwide system.

VI. AUDIENCE

Public Television Audience

In April 1977, A.C. Nielsen[1] estimated the potential household coverage of public television to be 87%. In a February 1976 study on awareness and viewing,[2] PTV channels were ascribed as available for household reception in the local area. The types of public television reception distributed as follows:

Both VHF & UHF	46%
VHF Only	14%
UHF Only	34%
None	6%

[1]A.C. Nielsen, PBS Carriage Report for April 24-30.
[2]Statistical Research Inc., *Report 1 Awareness and Viewing*, February 1976.

For the 6% that were ascribed no channel, there appeared to be no potential PTV reception. However, a third of these reported receiving PTV either by cable or through reception of a distant station outside the usual area of reception. Consequently, only 4% of the people in television households were found to have no PTV available in their area of residence.

High ratings of the quality of PTV reception were found to be associated with: availability of a VHF channel, residence in the northeastern region of the country, and residence in more populous counties.

In March 1977, the A.C. Nielsen Company estimated that 60.1% of the nation's television households (42,790,000 households) tuned to at least one program on public television during that month.[3] This is a 23% increase in viewing households since November 1973. The following figure shows the monthly cumes or reach of public television since November 1973. Though the increase in audience size has not had the surge reported for public radio, PTV monthly cumes have kept pace with the increase of American TV households. The size of the public television audience has continued to increase in 1977. The average number of telecasts viewed by PTV households in a month has increased since 1973. Along with PTV monthly cumes, these figures indicate a pattern of relative stability. (See Figure 11)

Over this same time period, the viewing of PTV during prime time had been relatively stable until March 1977. As the following figure shows, the monthly cumes and the average number of telecasts viewed by PTV households during prime time has increased since 1973. (See Figure 12)

Comparisons between March 1975 and 1976 show that children's and arts and humanities programs continued to be the most popular broadcasts, followed by public affairs and science programs. The reach of the arts and humanities and public affairs programs have increased over the past year. (Table 22)

Table 22

Program type rank ordered by cume rating

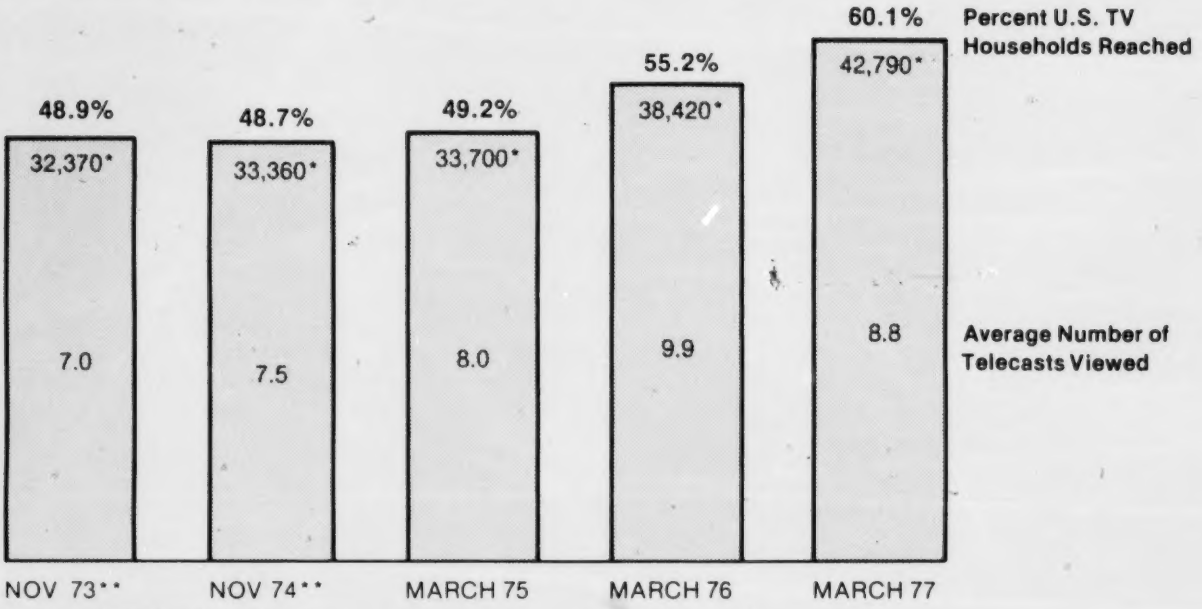
	March 1975	March 1976
Children's	26.9	26.1
Arts/humanities	22.3	26.1
Science/medicine	17.9	10.8
Public affairs	12.8	19.2

A.C Nielsen NTI for indicated months and years

The following table shows the demographic make-up of PTV viewers according to A.C. Nielsen estmates for March 1977 for selected characteristics. First, a PTV household is just as likely not to have children (50%) as to have children (50%). Second, the viewing of PTV is ostensibly influenced by geographical location; over 50% of the audience in-

[3]A.C. Nielsen Company, NTI March 1977.

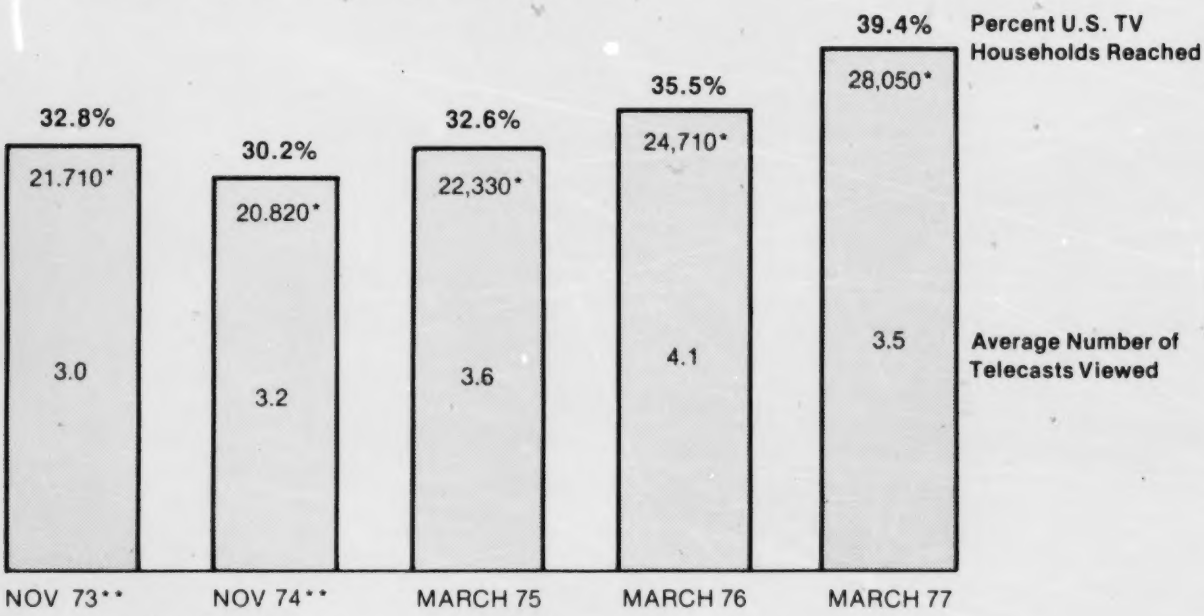
Figure 11 — Trend of Monthly Cumes and Average Telecasts of PTV Viewing Households



*Cume in 000's of households
**Data for March 1973 and 1974 were not available.

Source: A.C. Nielsen National Television Index Special Analysis for CPB/PBS

Figure 12 — Trend of Monthly Cumes and Average Telecasts of PTV Viewing Households during Prime Time



*Cume in 000's of households
**Data for March 1973 and 1974 were not available.

Source: A.C. Nielsen National Television Index Special Analysis for CPB/PBS

habits either the Northeast or South. Third, annual family income does not appear to have a dramatic effect on PTV viewing. (Table 23)

Table 23

Selected characteristics of PTV viewers: March 1977

Characteristics	Percents
Annual family income	
less than $10,000	35
$10,000-$15,000	24
$15,000+	41
Geographic area	
Northeast	28
East Central	13
West Central	18
South	25
Pacific	16
Education	
Less than 4 years	28
High school	36
1 or more years of college	36
Have children	50
Have children 12-17	23
6-11	24
less than 6	25
Have no children	50

A.C. Nielsen NTI for indicated months and years

Public Radio Audience

Since 1973 when the public radio audience was first documented by the American Research Bureau (Arbitron) there has been a substantial increase in the weekly audience among persons 12 years of age and older. Estimates based on the April/May 1976 Arbitron Radio Survey show that about 3.4 million people listen during an average week. This represents an increase of 41.5% in listenership since 1973.

The following table 24 shows a comparison between 1973 and 1976 of the estimated weekly tune-in by standard sex/age categories.

Table 24

Weekly audience for CPB-qualified radio stations. 1973 and 1976

Age group	April/May 1973	April/May 1976
Total 12+	2,374,100	3,359,900
Men 18+	1,064,600	1,668,800
Women 18+	1,161,800	1,544,200
Adults 18-34	1,726,600	1,187,200
35-64	980,600	1,400,300

Radio Audience Listening Estimates for CPB-qualified Stations, American Research Bureau, 1973 and 1976

In addition to Arbitron radio audience estimates, data on the public radio audience was received from nationwide surveys conducted by the Roper Organization. Table 25 presents major socio-economic demographic characteristics of the public radio audience based on claimed listening (ever, past 7 days, and regular/each week) by Roper respondents. The percentages shown represent the percent of tune-in claimed within each demographic group.

Respondents who reported ever listening to public radio were provided with a list of possible reasons for listening to public radio and asked which reasons describe their use. Responses are shown in rank order below:

Music programming	53.0%
To hear specific programs	33.5
News/information programming	31.6
Arts/performance programming	23.7
No advertising/commercials	22.4
Public affairs programming	21.0
To hear a specific person	18.7
Education/instructional programming	17.7
Prefer programming on Public Radio to that which is available on the commercial stations	17.2

Table 25

Selected characteristics of public radio listeners, 1977

	% ever listened	% listened during past 7 days	% listened regularly each week
TOTAL:	16.1	5.9	3.8
SEX:			
Male	17.2	6.2	4.0
Female	15.2	5.6	3.6
AGE:			
18-29	19.2	6.3	3.9
30-44	17.4	5.5	3.3
45-59	15.8	7.2	5.0
60+	10.6	4.3	2.7
HOUSEHOLD INCOME:			
Under $7,000	11.6	4.2	2.8
$7,000-$15,000	15.5	5.7	3.3
$15,000-$25,000	17.2	5.4	3.6
$25,000+	23.0	10.5	7.1
RACE:			
White	17.1	6.4	4.1
Black	10.0	2.6	1.4
REGION:			
Northeast	18.3	6.4	4.0
Midwest	19.7	6.6	3.8
South	9.4	3.8	3.1
West	18.4	7.5	4.4
EDUCATION:			
College	24.1	10.2	6.7
High school	14.1	4.6	2.8
Grade school	5.8	1.0	0.6
OCCUPATION:			
Exec/prof	25.6	10.8	6.5
White collar	20.9	7.9	5.5
Blue collar	16.0	5.6	3.1

1977 Roper Survey: NPR/Public Radio Awareness and Listening Findings.

Of interest here is the fact that the general reason (prefer it to commercial stations) ranked last. This means that public radio is not used, by most listeners, as an alternative to commercial programming. Rather, it is used as a supplement. Since other research has shown this to be true of public television viewing it is interesting to see that it also holds true for public radio.

VII. EMPLOYMENT

Employment of Broadcasting Licensees: PTV and Radio

As of January 1977, public television and radio licensees in the United States employed 9,768 full-time employees[1] of which 3,222 (33%) were females and 1,242 (12.7%) were minority employees. As figure 13 illustrates, the combined employees of television and radio licensees have steadily increased over the past several years. While full-time employment rose 7% from 1976 to 1977, the growth rates for women (10.5%) and minorities (16.4%) were far greater than the total employment over the one year period.[2] (Table 26)

[1]In addition to the employees in the United States, four public broadcasting licensees in outlying areas (e.g. American Samoa, Guam, Puerto Rico, and Virgin Islands) employed 289 full-time workers.

[2]For detailed information, see CPB *Equal Opportunity: Efforts and Accomplishments, Second Report to Congress (April 9, 1977).*

Table 26

Full-time employees
PTV and public radio licensees: United States
1976-1977

	1976	1977
Total employees	9,126	9,768
% female employees	32.0%	33.0%
% minority employees	11.7%	12.7%

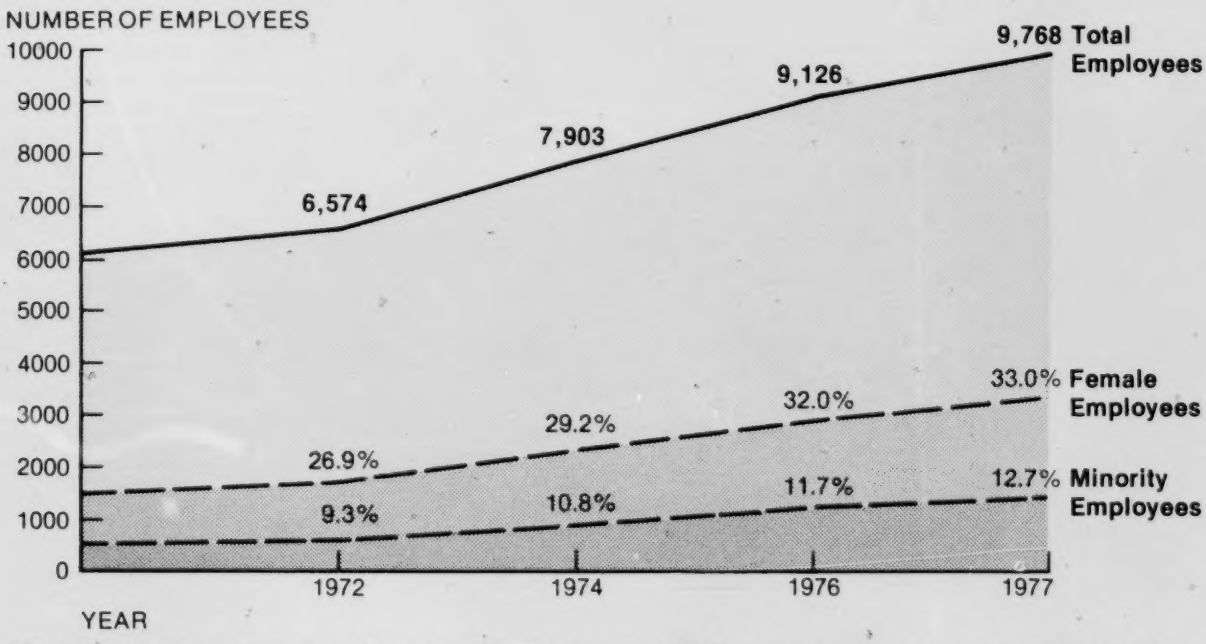
Employment of Public Television Licensees

Public television licensees in the United States employed 8,039 full-time workers as of January 1977. This represents a 40.2% increase over the 1972-1977 period and a 5.9% increase over the 1976-77 reporting period. As shown in table 27 the proportions of women and minorities in the total employment have increased noticeably during 1972-1977.

During the 1976-1977 period, while total employment increased by 5.9%, employment of women and minorities increased by 10.1% and 13.4% respectively. For the same period, as Figure 14 illustrates, representation of women and minorities in the top 3 categories—i.e., officials/managers, professionals, technicals—has increased, although women and minorities are still heavily concentrated in the lower job category — support personnel.

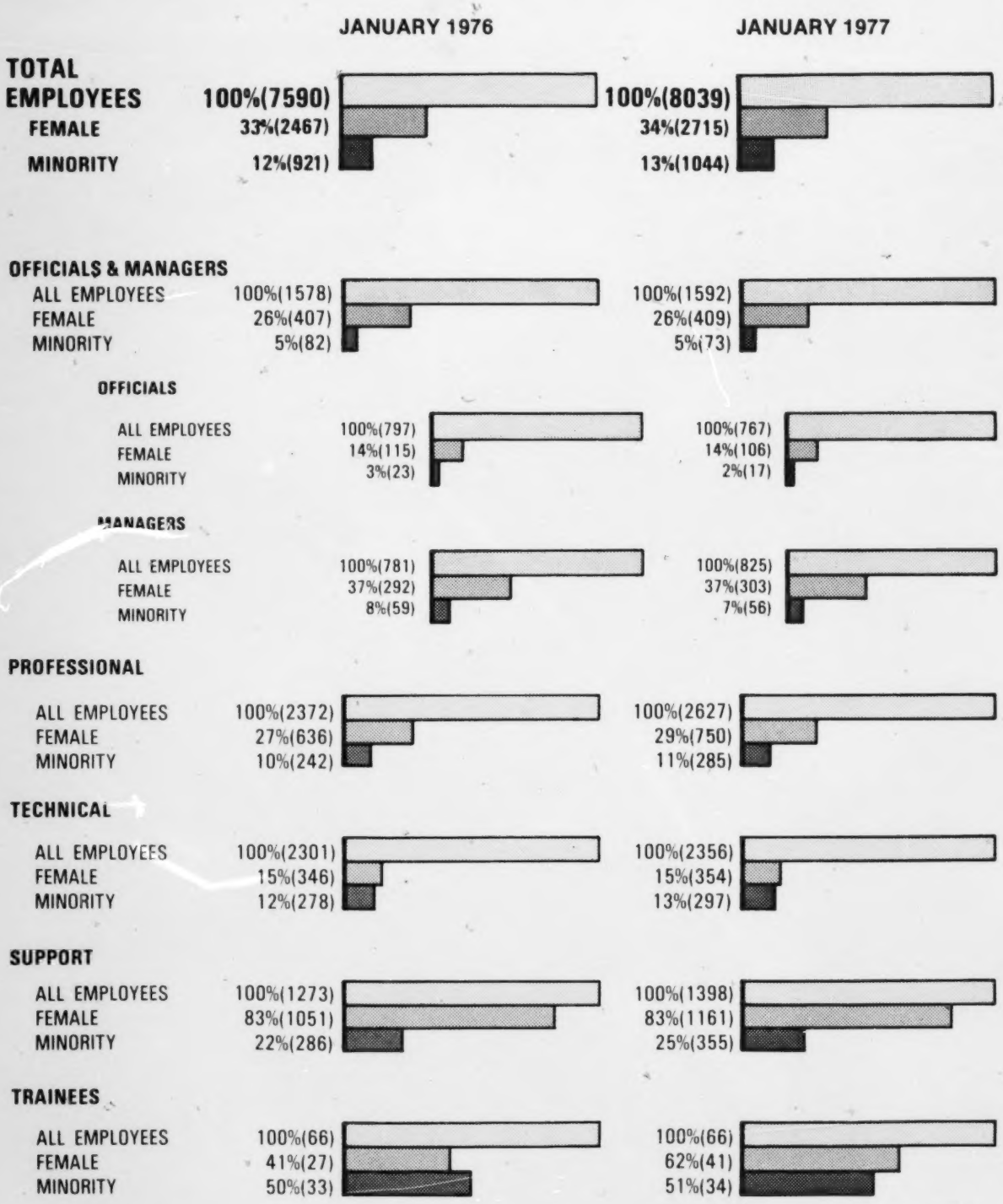
Figure 13 — Full-Time Employees of PTV and Public Radio Licensees United States

1972-1977*



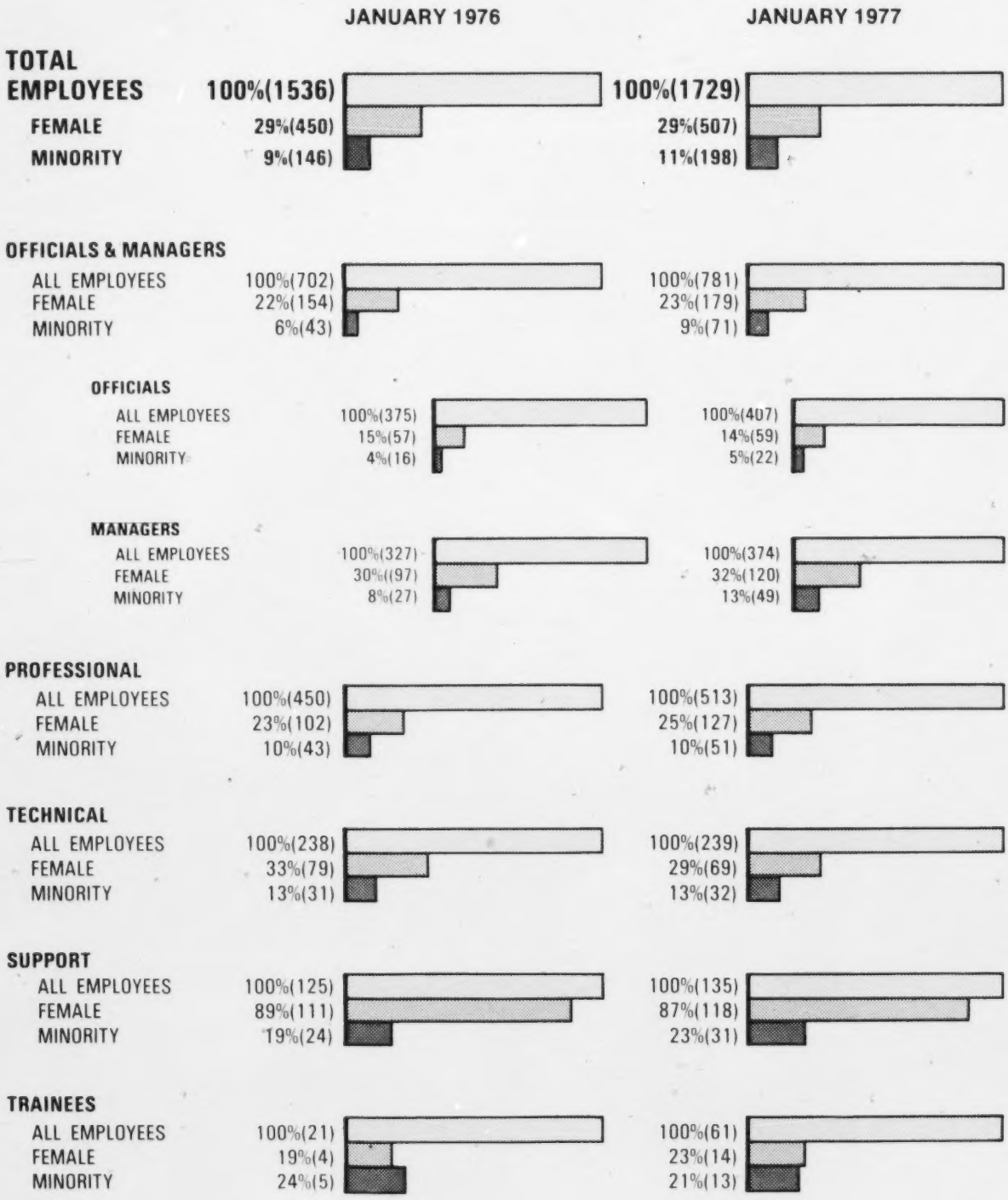
*The 1977 data were collected as of January, 1977, whereas the 1972-76 data was collected as of June of each year. 1977 data is preliminary

Figure 14 — Full-Time Employees of Public Television Licensees 1976-1977



1977 Data is preliminary

Figure 15 — Full-Time Employees of Public Radio Licensees 1976-1977



1977 Data is preliminary

Table 27

Full-time employees
of public television licensees: United States 1972-1977

Year	No. of employees	% female	% minority
1972	5,734	27.5	9.6
1974	6,763	29.7	11.2
1976	7,590	32.5	12.1
1977	8,039	34.0	13.0

Employment of Public Radio Licensees

Table 28 demonstrates that full-time employment of public radio stations jumped from 840 in 1972 to 1,729 in 1977 which represents a 105.8% increase. For the 1976-1977 period, minority and female employment increased by 35.6% and 12.7% respectively, while total employment increased by 12.6%.

Table 28

Employment of CPB-qualified public
radio licensees: United States, 1972-1977

Year	Employees	% female	% minority
1972	840	23.0	7.0
1974	1,140	25.7	8.6
1976	1,536	29.3	9.5
1977	1,729	29.3	11.5

Figure 15 presents employment of radio licensees by major job categories and by female and minority. Representation of women and minorities in two categories (officials/managers and professionals) has improved over the 1976-1977 reporting period, while representation of women in the technical and support categories declined over the one-year period. However, women and minority employment are still heavily represented in the lowest job level (support category) in 1977.

APPENDIX

Definitions of Selected Terms

AIT — Agency for Instructional TV — A nonprofit organization of the Indiana University Foundation in Bloomington, Indiana, whose major function is the development and distribution of educational television material.

AUCTIONS (INCOME) — Monies received from public sales of items donated by individuals and organizations in order to raise funds for television or radio operations.

BROADCAST HOURS — Hours transmitted by public broadcasting stations during a given fiscal year.

BROADCASTER — Organization(s) responsible for a single schedule of programs. Such schedules can be broadcast by one or more stations, but a single schedule describes a single broadcaster.

CAPITAL EXPENDITURE — Expenditures for land, buildings, machinery, equipment, facilities, hardware, automatic equipment, and significant improvements to major items of property and equipment. Does not include operating expenses. (See Operating Costs)

CARNEGIE COMMISSION ON EDUCATIONAL TELEVISION — A Commission created to conduct a broad study of noncommercial television, sponsored by the Carnegie Corporation of the Commission and its report, "Public Television: A program for Action" (published in 1967) brought about the passage of the 1967 Public Broadcasting Act. A second commission was formed in 1977 to study the progress and future development of public broadcasting.

CHILDREN'S TELEVISION WORKSHOP (CTW) — An independent, nonprofit research and development media organization which produces "Sesame Street" and "The Electric Company".

CORPORATION FOR PUBLIC BROADCASTING (CPB) — A private, nonprofit corporation established to facilitate the development of public TV and radio broadcasting and to insulate such broadcasting from external control. Its services include direct financial assistance to eligible licensees, funding national programs and national interconnection systems, administering training grants, and providing other information services.

CPB-QUALIFIED PUBLIC RADIO STATION — A noncommercial station that meets the minimum criteria outlined in the CPB booklet, *Policy for Public Radio Station Assistance.*

CUME — The total number (or percent) of different households that viewed any episode of a series, or a special program, for at least 5 minutes during the indicated time period. This is synonymous with reach or penetration and indicates the extent to which a program "penetrates" into a demographic group, such as total U.S. TV households, white households, males, etc. For example if the cume for a specific program is 8.5 for one month, that means that 8.5% of the total television households viewed the program at least once during that month.

DISTRIBUTOR — Organization that distributes a particular program.

EMPLOYMENT — Number of full-time radio or television station employees on the payroll as of January 1977 paid for the full normal work week at a rate not less than the federal minimum hourly wage.

FEED — To supply a signal to a transmitting station for broadcast.

GIFTS-IN-KIND — Estimated value of gifts for donations of such tangible items as machinery, equipment or supplies. Does not include money received.

HEW BROADCASTING FACILITIES PROGRAM — HEW program which provides financial assistance based on Federal matching grants for construction of educational broadcasting facilities.

HOUSEHOLDS USING TELEVISION (HUT) — The television households using television during a given time period, expressed as a percentage of all television households in the survey area. For instance, if HUTS are 64, then 64% of the television households had the television set on.

INCOME — All sources of money and dollar values of indirect/in-kind support received or entered in the books as receivable in the current reporting year.

INSTRUCTIONAL PROGRAMMING — Programming designed for a group with specific objectives, such as current diagnostic techniques for physicians or instruction in reading, for formal use.

INTERCONNECTION —

(a) NATIONAL INTERCONNECTION — Broadcast interconnection system for national delivery of programs. The current administering agency for television is the Public Broadcasting Service (PBS), while that for radio is National Public Radio (NPR).

(b) REGIONAL INTERCONNECTION — Broadcast interconnection systems for regional delivery of programs, e.g.:

Central Educational Network (CEN) (Chicago, Ill.)
Eastern Educational Television Network (EEN) (Newton Upper Falls, Mass.)
Eastern Public Radio Network (EPRN) (Philadelphia, Pa.)
Midwestern Educational Television, Inc. (MET) (St. Paul., Minn.)
Rocky Mountain Corporation for Public Broadcasting (RMCPB) (Alburquerque, N.M.)
Southern Educational Communications Association (SECA) (Columbia, S.C.)
Western Educational Network (WEN) (Spokane, Wash.)

(c) STATE INTERCONNECTION — The broadcast interconnection system consisting of the stations oper-

ated by independent licensees within a given state (e.g., New York State interconnection).

(d) OTHER INTERCONNECTION — Broadcast interconnection systems other than those listed above (e.g., private interconnections of independent stations).

LICENSEES — Organization that holds one or more licenses to operate public TV and/or radio stations.

MINORITY EMPLOYEES — Employees with the following racial or ethnic backgrounds: black, Hispanic, American Indian, or Asian/Pacific. Because the term "minority" has different meanings in the outlying areas, such as Puerto Rico, data on minority employees from outlying areas were excluded from minority counts in this reports.

NATIONAL PUBLIC RADIO (NPR) — The national program production and interconnection service representing member station's interests before Congress, Federal agencies, CPB, and the public. It is a private, nonprofit national membership organization.

OPERATING COSTS (OPERATING EXPENSES) — Actual costs of operations of the individual station, network, or center. Included are expenditures for salaries, routine repairs and maintenance, rents, expendable supplies and materials, and items with a life expectancy of less than two to three years. Not included are depreciation, capital expenditures, repayment of loans, invested money, allocation of money to reserve funds.

PENETRATION — Synonymous with cume.

PROGRAMMING CATEGORIES:

a) For TV:
1) Instructional (ITV)
2) "Sesame Street" and "Electric Company"
3) General and News/Public Affairs

b) For Radio:
1) Music
2) Public Affairs/Information
3) Cultural
4) Instructional

PUBLIC BROADCASTING SERVICE (PBS) — The private, nonprofit national membership organization of public TV stations which represents the station's interests before Congress, Federal agencies, CPB and the public and which operates the national programs interconnection system.

PUBLIC TELEVISION LIBRARY (PTL) — A nonprofit organization whose primary function is the acquisition and distribution of public television programs. It is located in and is operated by PBS.

RATING — The size of the audience, in terms of households, expressed as a percentage of the total number of TV households within the survey area. For instance, if a program receives a 4 rating, it means that 4% of the total number of TV households viewed the program.

SHARE — The percentage of the total viewing households tuned to a particular station. (Rating/HUT = Share).

SOURCE OF PROGRAMMING — Origin of program delivery, such as programs locally produced, national interconnection, etc.

STATE AND LOCAL TAX SOURCES (INCOME) — Income received from tax-supported state and local sources, including State colleges and universities.

STATION — Unit that transmits a single public TV and/or radio signal on a single channel with a set of identifying call letters.

SUBSCRIBERS (INCOME) — Monies received as membership fees pledged by individuals for the support of station operations.

SUPPORT ORGANIZATION —Public broadcasting organizations other than public television and public radio licensees and stations (e.g., CPB, PBS, NPR, etc.)

TARGET AUDIENCE — Audience that represents a particular group, such as women, blacks, the handicapped, etc.